

# The NATIONAL UNDERWRITER

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## LIAMA Report Shows Public Idea of Life Insurance

### Findings Point Out Varied Concepts On Nationwide Basis

What do people think about life insurance and the men who sell it? An attempt at answering this question is made in a new report, Life Insurance Focus, published by LIAMA and distributed to its member companies. This is the first in a series of reports which will be based on the recent nationwide Life Underwriter Training Council-LIAMA survey of life insurance ownership and attitudes. It is one of the research projects which resulted from a pooling of the resources of LUTC and LIAMA.

"The concept of life insurance has been in the public mind for a long time," is the first major finding indicated. Only a small portion of household heads expressed negative attitudes toward life insurance or said that other investments were a substitute for it.

The major motive for buying life insurance, according to the survey, is protection for the family. The savings factor seems to play an important, but secondary role. The idea of protection is frequently equated with the payment of burial expenses among those falling into the low income category. Also, while the public accepts the idea

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### TOTAL SETS RECORD

1960 Ordinary Sales  
\$51,810,000,000;  
Off One-Tenth Of 1%

The proverbial gnat's eyelash would be needed to gauge the gap, but 1960 sales of ordinary didn't quite equal the record of \$51,864,000,000, set in 1959. The final figure was \$51,810,000,000, down only one-tenth of 1%.

Failure to beat the 1959 figure was additionally disappointing because at the Life Insurance Assn. of America annual meeting in mid-December the official estimate was a record \$52 billion. This seemed like a conservative prediction, because in the first 11 months 1960 was ahead of 1959. Though the 11-month lead was only about \$50 million, there was every reason to believe that December would continue the up trend. Instead, December sales took a 2% dip, with ordinary sales of \$4,909,000,000 as against \$5,012,000,000. Ordinary sales, incidentally, include individual policies written on groups of persons. These policies accounted for \$610 million in the year just ended as against \$755 million the year before.

Aggregate sales of \$72,285,000,000 for ordinary, group and industrial were up

## 3 'Great Debates' Spark N.Y. City Agents Meeting

By WILLIAM MACFARLANE

If you were a program chairman and wanted to select a truly controversial subject for your next life agents meeting, which one would you choose? How about the feasibility of life insurance men selling mutual funds? There's a topic that is guaranteed to bring the members to their feet. Maybe you could assemble a panel to discuss all-lines selling as against life insurance specialization. A lot of people have some pretty definite and varying opinions on that subject. Another good one you might select could be group insurance problems—jumbo, association, direct writing of group cases.

You wouldn't go wrong with any one of the three, since each is a subject that is guaranteed to arouse the interest of your audience.

Well, that's just the way the members of the field agents' advisory council of New York City Life Underwriters Assn. must have felt when they put together the program for the first educational meeting of the association's 75th anniversary year. But, operating on the theory that three controversies would generate three times as much

interest, they assembled panels to cover each of the three previously mentioned subjects.

On the panel, "Should a Life Insurance Company Sell Mutual Funds?" Robert A. Rennie, vice-president, research, Nationwide companies, took the positive view, and opposing him was James S. Bingay, 2nd vice-president for sales of Mutual of New York. Members of the panel covering all-lines selling were Edmund L. Zalinski, executive vice-president of Life of North America, who saw all-lines selling as the wave of the future, and H. Bruce Palmer, president of Mutual Benefit Life, who predicted that there would be greater cooperation between the general lines agent and the life agent in the years ahead, but felt there would be a continuing need for the life insurance specialist.

In effect, the group insurance panel was split into three somewhat divergent points of view, with, however, certain overlapping areas of agreement. There was Robert B. Hamor, vice-president and director of agencies of Continental Assurance, who summed up his company's case with the statement, "If there is a demand, a need and an actuarially sound plan can be designed, we will consider any group situation." Harold W. Baird, superintendent of agencies of Northwestern Mutual, while recognizing the need for group insurance and without in any way criticizing those companies which write it, told why his company does not choose to sell group coverages. And David B. Fluegelman, general

(CONTINUED ON PAGE 20)

## Pearson Of W. Va. Joins ALC Staff

C. Judson Pearson, insurance commissioner of West Virginia, has joined the staff of American Life Convention as counsel. A life-long resident of Kanawha County, W. Va., he received his law degree from West Virginia University in 1949. He was in general practice in St. Albans from 1949-57, after which he was municipal judge there for one year. He was appointed commissioner in 1958 and reappointed in 1959.

Active in NAIC affairs, he has been chairman of the subcommittee on studying state insurance laws; chairman fire and marine committee and of the airport rentals subcommittee. He

(CONTINUED ON PAGE 23)

for the year, the rise being 2%.

A group sales increase of 11% more than offset the minuscule ordinary dip and the 1% reduction in industrial. Group accounted for \$13,713,000,000 for the second largest year on record, as against \$12,343,000,000. This was in the face of a 35% drop in December group sales—from \$2,476,000,000 to \$1,598,000,000. Industrial was off 8% in December—from \$529 million to \$485 million. Sales of industrial for the year were \$6,762,000,000 as against \$6,859,000,000.

## 135 Attend Parley On Mutual Funds At Indianapolis

### Standard Life Sponsors Gathering On Insurance And Equity 'Partnership'

By LEVERING CARTWRIGHT

The peritoneal question of how to season life insurance with equity participation was canvassed thoroughly Monday and Tuesday by 135 insurance personages at Indianapolis. They had responded with a will to the invitation of President Harry V. Wade of Standard Life of Indiana to take part in a "pow-wow" on the partnership of life insurance and mutual funds.

Standard Life at the outset thought that perhaps 30 might show an interest, but the response was so strong that they had to turn down reservations well in advance.

Standard Life has by its side a mutual fund called Advisers Fund. Mr. Wade at the outset voiced the hope that others would get into the act, and, he said that the "commercial" was the hope that some would elect to utilize Advisers Fund rather than establish their own adjunct.

This group was looking for some answer besides simply the use of term insurance as an envelope for a contractual mutual fund deal. Standard Life, for instance, issues only ordinary life or better in conjunction with a mutual fund scheme. Also they avoid

(CONTINUED ON PAGE 20)



C. J. Pearson



Plans for a comprehensive 1961 federal legislative program of NALU take shape at a meeting of the association's committee for coordinating federal legislation, participated in by President William E. North, New York Life, Evanston, Ill., and NALU headquarters personnel. Pictured at the committee meeting in the board room of NALU's headquarters building in Washington, D. C., are, from left, Albert C. Adams, John Hancock, Philadelphia, chairman of the committee on social security; Carlyle M. Dunaway, general counsel; Lester O. Schriver, executive vice-president; Mr. North; Thomas R. Buchanan, New York Life, Arlington, Va., chairman of the committee on affairs of veterans and servicemen; David M. Blumberg, Massachusetts Mutual, Knoxville, NALU secretary and chairman of its committee on federal law and legislation, and Taylor Bigbie, NALU counsel.

## State Mutual Again Tops \$200 Million In Individual Life

WORCESTER—State Mutual Life's 1960 sales of individual life policies were \$205,854,000, exceeding \$200 million for the second year in a row. Total life sales, including group, totaled nearly \$356 million. Individual health insurance sales set a record, with premiums of nearly \$1 million.

The Leck agency at Chicago led in individual life sales for the sixth straight year. Other agencies in order of production were Colorado, Tampa, Dayton, O., and Valley Stream, N. Y.

### Janke Leads Field Force

Felix O. Janke of New York City led the field force with life sales of nearly \$1.9 million, followed closely by Isaac Loskove, Memphis, company leader for 1958 and 1959, Timothy W. Foley, New York City, A. Milton Morrison, Houston, and Roy E. Stringer, Detroit.

For the second year the Selling, (New York City) agency led in health insurance sales, followed by Leck (Chicago), Colorado, Phoenix and Valley Stream, N. Y. Top agents in health sales were J. L. Bartlett, Lansing, R. E. Sweetman, Dayton, O., L. G. Shindelman, Miami, Siegfried Loewentritt of the Selling agency, last year's leader, and T. P. Tannert, Milwaukee.

In group sales, New York City led all offices in new group premiums and deposits. Philadelphia was second and Cincinnati was third.

Chicago placed first in group life volume and premium. New York City led in group casualty premium, while Philadelphia took first place in production of group pension and deposit administration fund premiums. Group in force exceeded \$1,255,000,000 at the year end. New premiums for group permanent and pension plans and deposit administration funds were 20% ahead.

## Okla. Court Upholds Equitable Society On Annuity Taxes

An Oklahoma City district court has rebuffed Commissioner Hunt of Oklahoma in his attempt to assess taxes against insurance company annuities. The decision is expected to be appealed to the state supreme court.

In an opinion supporting Equitable Society, Judge A. P. Van Meter has ruled that Commissioner Hunt cannot legally collect \$1,243,148 which the commissioner contends the company owes the state for annuity taxes for years 1954 through 1958.

Judge Van Meter said he was forced to sustain the position of Equitable Society because no statute exists for taxing annuity considerations. "If the (state) legislature had desired to change this part of the statute setting out annuities," he said, "it had ample opportunity to do so in 1957 when a new insurance code was written."

Equitable attorneys filed the injunction action in 1959 after the commissioner sought to cancel its license to do business in Oklahoma. Commissioner Hunt contended that an annuity is classified under the state tax law as an insurance premium and is subject to the same rate of taxes. He claimed insurers owed the state ap-

## Suspend All License Exams In Indiana

In one of his first acts as Indiana commissioner, Harry E. McClain has suspended all licensing examinations during the reorganization of the examining procedure. A more comprehensive examination program is contemplated and companies and agents will be notified when the new examination program is ready for operation and examinations again will be conducted. Applications should be withheld until the new program is inaugurated.

Mr. McClain is striking at one of the hot issues in Indiana insurance. Complaints about both fire-casualty and life insurance new agents and the examining procedure date back for years. Mr. McClain states in his memorandum that it is a company's responsibility to secure competent and qualified persons to represent it and it is the responsibility of the department to conduct proper examinations to determine these qualifications.

### Affords Little Protection

"The examination system for agent licensing in the state of Indiana has reached the stage where it is a mockery," the memorandum says. "As now constituted and conducted it provides little or no protection to or for the insuring public. Hundreds of individuals are being licensed by the department each month with little thought to the character of these individuals or their knowledge of the business of insurance."

At the last annual meeting of Indiana Assn. of Insurance Agents, Mr. McClain responded to the usual complaint from the members about licensing procedures that the department already was supplied with sufficient authority to produce most of what was needed, but it would take a strong administration.

## Mass. Mutual Sales Rose 3.5% In 1960

Massachusetts Mutual enjoyed its 11th consecutive record year in 1960 with sales of \$1,268,327,000, a gain of 3.5%. Of this, \$1,029,548,000 was ordinary.

The leading agencies were Woods, Los Angeles; Copeland, New York; and Jordan, Chicago. Daniel Auslander of the Copeland agency was the top producer for the 11th time in 25 years.

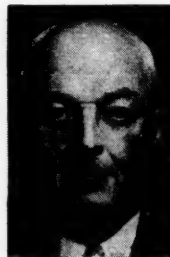
Group life production was up 19%, and premium income from new group life, health and pension coverages was \$1 million higher than the previous year. The Jordan agency led in group production. Among group agents, Rauland C. Fischer, Chicago, wrote the greatest group volume and term and pension premiums, and William R. Massidda, Boston, led in pension premiums. Joseph J. Edelstein, Long Island, was the top ordinary agent in group production.

proximately \$3 million in taxes during the period from 1954 through 1958.

Although the court action was brought by a single foreign insurer, it was a test for 77 other out-of-state insurers. Also pending in the district court is another suit involving the commissioner's effort to collect \$1,008,887 from Metropolitan Life for annuity taxes. That company also requested a restraining order to keep the commissioner from cancelling its license.

## Adams, NALU Past President, Retires

PHILADELPHIA—Albert C. Adams, past president of National Assn. of Life Underwriters, has retired as general agent here for John Hancock after nearly 35 years with the company. His successor will be announced later.



Albert C. Adams

Mr. Adams organized the general agency here for John Hancock in 1939, after 10 years as its general agent for Connecticut. Before that he was a supervisor in the Baltimore general agency. He started in life insurance in 1921 with Connecticut Mutual at Baltimore.

### NALU President In '57

Elected NALU president in 1957, Mr. Adams insisted on an end to the delays that had plagued NALU's projected ownership of its headquarters building. He urged that the board of trustees abandon efforts to build on the tract in Washington that the federal government wanted and seek a suitable location elsewhere in the area. The result is the present building at 1922 F Street, N. W., into which the headquarters staff and LUTC moved last year.

Besides having headed NALU, Mr. Adams is a past president of the Philadelphia and Pennsylvania associations and the John Hancock General Agents Assn. His son, Albert C. Jr., is a John Hancock general agent at Harrisburg, Pa.

## Hugh Mills Named W. Va. Commissioner

Hugh Mills has been appointed insurance commissioner of West Virginia succeeding C. Judson Pearson, who has gone with American Life Convention. Mr. Mills was West Virginia commissioner in 1952-53 and also served as deputy under Commissioner Robert Crichton.

## ALC President Sees 1961 As Good Year For Life Business

The year of 1961 will produce advances which will parallel or exceed the progress registered in 1960, according to Otto Haakenstad, president Western States Life and of American Life Convention. He based his prediction in the light of government action already taken "which may serve as some indication of the course that may be followed" and the fact 1960 was a good year for the life insurance business.



Otto Haakenstad

"I must assume that a responsive government will be aware of the fact it has to combat inflation and to protect the integrity of the dollar," he declared. "Cabinet and administrative appointments already made encourage the belief that sound fiscal management will be pursued."

Life insurance sales, assets and surance in force all registered satisfactory increases in 1960, he said. The fact that this progress was accomplished during a year when there was concern over certain areas of the economy is a tribute to the life industry and especially the field force, he added. This progress also further documents an increasing awareness on the part of the American people of the need for financial planning to provide for age and family protection and is recognition of the fact that these objectives can best be accomplished through medium of life insurance.

Mr. Haakenstad noted that the economy as a whole for 1960 was highly prosperous when compared with many years of the past and that the General American Product showed an increase of approximately 4%, "which is above the historic rate of growth." Personal income reached an all-time high; personal savings increased substantially.

(CONTINUED ON PAGE 6)



**GOLDEN ANNIVERSARY**—Pan-American Life marks its 50th year with display of its golden anniversary shield on the front of its home office building. In keeping with the celebration, note the parked "Merrie Oldsmobile." Pan-American was founded in 1911 by four men, one of whom is still active in the company—Crawford H. Ellis, first president of the company and now chairman. Today, the company has \$1,350,000,000 of insurance in force and a field force of some 595 producers.



The Ol' Perffessor, Casey Stengel, says...



"I KNOW A WINNER  
WHEN I SEE ONE!

AND ANY GUY WHO DOESN'T GET ON THIS  
CHAMPIONSHIP TEAM SHOULD OUGHTA  
HAVE HIS HEAD EXAMINED!"

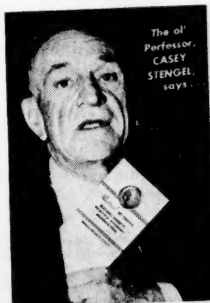
You're right, Mr. Stengel! Here's a golden opportunity for any insurance man! This is the winningest combination to hit "Big League" insurance! A wide open NATIONAL ENROLLMENT for Mutual of Omaha's famous Senior Security policy for folks 65 and over!!

This "Casey Stengel Enrollment" is another example of how Mutual of Omaha provides the *right product* backstopped by *powerful promotion* to help salesmen score. Developing the right product for the right market at the right time has become such a habit with Mutual of Omaha that the idea of *Something for Everyone* has become a *buy-word* for Mutual of

Omaha prospects. Salesmen like the idea, too, because *Something for Everyone* means important pluses in sales aids as well as product.

Important "bullpen" help is available to veteran salesmen and rookies alike in National Sales Training Schools, seminars and development of extensive sales methods and techniques. Subjects covered deal with the most basic problems right on up to the most complex. All are designed to help Mutual of Omaha salesmen and saleswomen become the best in the field.

If you'd like to know how to join this pennant winning team write to Howard Dewey, Dept. 261, Mutual of Omaha, Omaha, Nebraska.



"Sure you can get hospital-surgical-nursing home insurance without any health exam if you're 65 or over."

"I've got this wonderful Mutual of Omaha protection. And this insurance is one thing they can't take away from me or you on account of health or getting older."

You're right, Mr. Stengel! Mutual of Omaha's famous Senior Security Policy helps you for the best hospital-surgical care at institutions of your own free choice! And if you're right now while the new national enrollment is open...

MUTUAL OF OMAHA PROVIDES HEALTH INSURANCE FOR MORE THAN

Many thousands of senior citizens have received benefits under the Senior Security Policy which they purchased after age 65!

Here are just a few typical cases histories!

**Good News!**  
Expanded Coverage! To help provide you with the measure of protection and fine choice of nursing, hospital care, and more, Mutual of Omaha's Senior Security Policy now provides a 60-day period of coverage for hospital care at any private or semi-private hospital or nursing home. This provides you with the peace of mind that you'll be covered for 60 days after you're admitted to the hospital or nursing home. Mutual of Omaha's Senior Security Policy is the only health insurance in the world that provides this 60-day period of coverage.

**Casey Stengel's Story:**  
I'm 75 years old. I've got this wonderful Mutual of Omaha protection. And this insurance is one thing they can't take away from me or you on account of health or getting older."

**Other Testimonials:**  
I'm 72 years old. I've got this wonderful Mutual of Omaha protection. And this insurance is one thing they can't take away from me or you on account of health or getting older."



Mutual of Omaha  
The Largest Exclusive Health and Accident Association in the World

THIS AD APPEARING IN  
THE SATURDAY EVENING POST  
SUNDAY SUPPLEMENTS • RELIGIOUS  
PUBLICATIONS • DAILY PAPERS

1 MILLION PERSONS 65 AND OVER!

**FREE!** "HOW TO LIVE LONGER" booklet. This booklet contains valuable information on how to live longer and healthier. It's yours free when you enroll in the Senior Security Policy.

**YOU'RE FREE!** No health exam required. No waiting period. No premium payment. No cost to you. It's yours free when you enroll in the Senior Security Policy.

**MAIL COUPON TODAY FOR FREE GIFT!**

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Send me the "HOW TO LIVE LONGER" booklet and the Senior Security Policy booklet.

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Send me the "HOW TO LIVE LONGER" booklet and the Senior Security Policy booklet.

OVER  
45,901,377  
PROSPECTS



National Enrollment  
ends February 15

Mutual  
OF OMAHA



Mutual Benefit  
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Association  
HOME OFFICE • OMAHA, NEBRASKA  
V. J. SKUTT, President

Licensed in 50 states . . . Over 325 local service offices.  
The Largest Exclusive Health and Accident Company in the World.

## Sen. Gore Hits Use Of Alien Reinsurers To Reduce U. S. Tax

WASHINGTON—Sen. Gore, a member of the Senate Finance committee, has come out against the setting up of foreign-based reinsurers by U. S. companies to take advantage of the preferential tax treatment given American corporate investments abroad. He urged action by the Treasury Department.

The Treasury has been studying the matter, principally as respects credit life insurers that have set up foreign subsidiaries in so-called tax havens. Coverage written by the parent company is fully reinsured by the foreign corporation and all reinsurance premiums are deducted from the tax base of the parent insurer in the United States.

## Lincoln National GAs Meet At Boca Raton

Lincoln National Life's general agents met at Boca Raton, Fla., for

## Motley To Speak At HIA Forum Lunch

Arthur H. Motley, president of the U. S. Chamber of Commerce, will be the featured speaker Feb. 14 at Health Insurance Assn. of America's annual group insurance forum.

Mr. Motley, president and publisher of Parade Publications, Inc., will discuss "The Challenge of the '60s" in his address at the annual luncheon. The forum will be held Feb. 13-15 at the Biltmore Hotel, New York.

Mr. Motley has won recognition as an outstanding salesman and in 1954 he was named one of "America's 12 Master Salesman" as well as being elected to the Hall of Fame in Distribution.

their regular general agents business conference.

Under discussion during the three-day meeting were recruiting, training, sales production and new developments in group, ordinary and A&S.

Principal speaker was S. Rains Wallace, research director Life Insurance Agency Management Assn.

## Ohio Casualty Now In Life Business

Ohio Life has been formed by Ohio Casualty group and is entering the business with \$1 million capital and \$3.5 million surplus. Ohio Casualty, the parent company, had assets at 1959 year end of \$82.5 million and wrote premiums in that year of \$66.5 million. West American, a subsidiary, had assets of \$5.6 million and premiums of \$4.5 million. Ohio Ins. Co. had assets of \$5.2 million and premiums of almost \$1 million.

Ohio Ins. Co. has been converted into Ohio Life Ins. Co. Its operations, according to the management of the group, will be supervised by successful life insurance men. However, the company points out that there is a great deal to be done before the company can write business. It is the intention of the management to offer a portfolio of attractive policies, "giving special care in their preparation to meet the requirements of casualty and fire agencies."

The group has been notably successful in underwriting general lines, particularly automobile.

## Allstate Life Is Now In All 50 States

Cross Country Life, Allstate Life's affiliate in Texas and Arkansas, is reinsuring its business in Allstate Life, and the parent company is now operating in all 50 states.

B. F. Biggers had blocked the entrance of Allstate Life to Texas and Arkansas with his own company, All States Life. He won a decision in the Texas courts upholding his right to keep that name, and Allstate Life had to resort to setting up a subsidiary. When Cross Country was launched, it received a good notice in the Texas papers, and sales, the company reports, have been up to expectations. Mr. Biggers decided to dissolve his competing company, merging it with Oil Industries Life of Houston.

## Yerkes Is Acting Chief Deputy In Washington

William D. Yerkes has been appointed acting chief deputy commissioner of Washington with supervision of rates and forms. Mr. Yerkes was deputy under Commissioner William Sullivan. His insurance career began in 1939 with United Pacific as manager at Portland. Later he was manager at Salt Lake City and then headed the northwest department until 1945 when he joined the Washington department.

## Selling 52,000 Additional Shares

Union Trust Life of Milwaukee is planning to sell 52,027 additional shares of common stock to present holders on the basis of one new share for each 8.2 owned as of Dec. 27. The new stock will be offered at \$4.90 a share. Stockholders will receive transferable stock warrants on the basis of one for each share owned Dec. 27.

## 'Togetherness' For Fla. Companies And State Agents Group

In what was designated as "a part of togetherness," key members of Florida-domiciled life companies met with leaders of the Florida Life Underwriters Assn. at a dinner in Jacksonville to agree on joint objectives.

Willis H. Parker, division manager of Independent Life & Accident Jacksonville and state legislative chairman, presented a brief rundown on legislative objectives in the coming session, which opens in April. These include curtailing of the censing of part-time agents, holding the limit on credit life to \$5,000, strong anti-coercion law, and a preventing dual licensing for the sale of mutual funds and life insurance.

David Blatt, Mutual of New York Palm Beach, the state association president opened the meeting. He told the company officials the state association will soon mail to every member in Florida a legislative directory with a tear-out form aimed at building an active and effective grassroots force.

Herbert Brinkley, district manager Independent Life & Accident, Tallahassee and state membership chairman, told the company people that the state association is seeking 6,001 members in the coming year. He asked for company support. He noted that the association already reached the 50,000 mark in 1960, third largest in the nation.

## Liberty National To Pay 33% Stock Melon

Stockholders of Liberty National Life of Birmingham, Ala. will be asked to vote Feb. 21 on a proposal of directors that a 33.3% stock dividend be declared.

Capital would be increased to \$10 million from \$7.5 million and there would be five million shares of \$2 stock outstanding instead of 3,750,000.

The addition to capital would be accomplished by the transfer of \$10 million from surplus and the issuance of 1,250,000 newly authorized \$2 shares, although no fractional shares will be issued.

## Variable Annuity May Be On Way For Ind.

Amendments to the Indiana code that would permit the writing of variable annuities in that state are being drafted by representatives of a domestic company, according to usually well-informed sources. Observers feel the amendments may have a good chance of passage if presented to the present session of the legislature next meeting.

Midland Mutual Life held a special markets school for field representatives at the home office. Sessions were devoted to ideas and techniques for plan sales.



## Increasing Term Grows With The Prospect

This new life insurance plan automatically keeps pace with the buyer's increasing value.

The face amount stairsteps upward each year until, at the end of a 10 or 15 year term period, double the initial amount is available for conversion.

Although the face amount grows, the premium stays the same. This level premium is low, too.

Example: Under the 10-year plan, the rate for a 25-year-old buyer of \$10,000, that grows by \$1,000 annually, is only \$6.56 a month.

This policy gives the buyer a unique advantage. He substantially and automatically increases his life insurance coverage over the years without any additional evidence of insurability! The buyer may convert the amount then in force at any time during the life of the policy, also without evidence of insurability.

An up-and-coming prospect plans to be worth more tomorrow than today. Worth more to his family, employer, or to his own business.

He wants insurance to grow with him. And Occidental's *Increasing Term* does just that.

## OCCIDENTAL LIFE

Insurance Company of California

Home Office: Los Angeles/Earl Clark, C.L.U., Vice President  
(A MEMBER OF THE TRANSAMERICA INSURANCE GROUP)

We pay Lifetime Renewals... they last as long as you do!

## SHOW 1960 INSURANCE RESULTS

	1960 New Business	1959 New Business	1960 Increase in Insurance In Force	1959 Increase in Insurance In Force	Insurance Dec. 31, 1959
Equitable Life, Iowa	169,178,378	189,448,158	54,100,482	81,810,861	1,773,200
Lincoln National Life	1,706,078,836	1,534,680,025	739,808,905	645,442,488	10,570,172
Mutual Trust Life	76,199,728	63,641,101	32,395,875	21,210,263	724,000
National Life, Vermont	332,659,210	457,142,256	184,836,910	346,651,889	2,750,500
Pilot Life	195,607,370	179,001,383	150,069,828	126,826,735	1,753,500
Security Life & Trust	510,678,246	444,325,596	123,794,026	147,142,829	1,244,000

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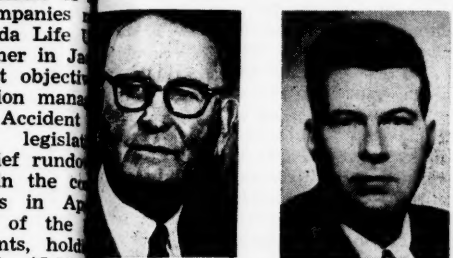
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# For Ellis Is Chairman, Ruddock President Of Pan-American

The management structure of Pan-American Life has been revamped with the appointment of Crawford H. Ellis



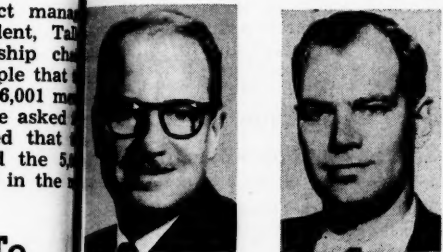
Crawford H. Ellis

R. L. Hindermann

to the newly created position of chairman. He will be succeeded as president by John Y. Ruddock.

In addition, Vice-presidents R. L. Hindermann and Fritz G. Lindley have been elected to the board, replacing friend W. Gleason and Franz Hindermann.

Mr. Ellis, who is the last surviving of four founders of Pan-American, has



John Y. Ruddock

Fritz G. Lindley

been president since the company was organized in 1911.

Mr. Ruddock joined the company in 1937 as vice-president and actuary, and in 1959 he became executive vice-president. He has been a director since 1948.

With Pan-American since 1941, R. L. Hindermann became vice-president in charge of public relations in 1955, and in 1959 he assumed charge of personnel and management training also.

Mr. Lindley was an underwriter with the company's affiliate, Pan-American de Mexico, before becoming superintendent of Latin American agencies. In 1956, he was named vice-president in charge of Latin American operations.

## IRS Stays Rule On Plans

### For Insurers' Own Workers

WASHINGTON—Internal Revenue Service has withdrawn the provision in its proposed regulation covering the life companies federal income tax law as it applies to employee benefit plans of the insurers' own employees.

IRS said comments on the proposed provision had brought out certain technical problems that warranted further study before promulgation. IRS warned that withdrawal did not mean it had changed its position on the objective of the provision.

## Gravengaard To Address Michigan Agents' Seminar

Michigan Assn. of Life Underwriters will stage a two-day sales seminar at Michigan State University, Feb. 15-16. The afternoon program on the 15th will consist of an estate planning session. H. P. Gravengaard, vice-president The National Underwriter Co., will

conduct an all-day clinic entitled "Ideas That Sell Business Insurance" on the 16th.

## Indiana Insurance To Fete Ashley and McClain

Newly appointed Indiana Commissioner Harry E. McClain and the retiring commissioner, James K. Ashley, will be honored with a reception and dinner at the Indianapolis Athletic Club Jan. 31. All segments of the insurance industry in Indiana are co-operating in staging the affair.

## National Life, Vt. Reports Gratifying Results In 1960

National Life of Vermont reports it experienced "gratifying results" in 1960, with gains made in insurance in force, earnings, assets and unassigned surplus.

Sales of \$332,000,000 represented a 27% drop compared to 1959 but a rise of 14% over sales in 1958. Insurance in force rose to an all-time high of

\$2,750,000,000, a gain of 7.2%.

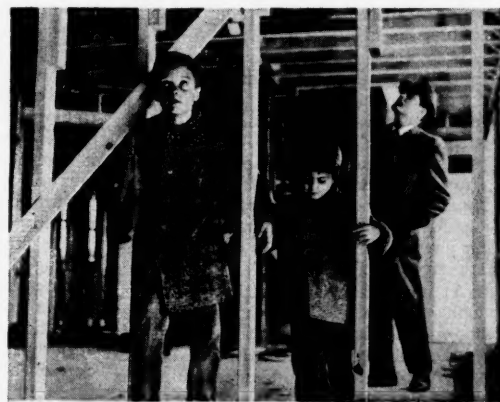
Assets increased by \$39 million to a record amount of \$830 million. Unassigned surplus was increased by \$1,294,000 to \$46 million.

## Franklin Life's Phoenix Meeting

Wesley Bolin, Arizona's secretary of state, and Forrest N. Barr, assistant director of insurance, addressed Franklin Life's million dollar conference at Phoenix. The two-day meeting honored more than 120 field men who had hit the magic number.



**Big family to protect.** What would happen if something happens to him? His basic MONY Life Insurance policy plus a low-cost 'ADD-ON' rider can help guarantee his family an income while the children are young.



**Big mortgage.** Could your client's widow pay it off? A MONY Mortgage Protection rider added to the basic policy can help assure him that she'd have a home instead of a debt.



**Big education needs.** Tuition costs are high—and will probably go higher in the future. 'ADD-ON' can help assure money for his children's college education, in case he dies.

## MONY'S 'ADD-ON' APPEALS TO YOUNG PROSPECTS WHOSE LIFE INSURANCE NEEDS ARE BIG (BUT THEIR INCOMES AREN'T)

Big responsibilities often take so much of a man's current income that he finds it difficult to get all the life insurance protection he needs right now.

MONY's 'ADD-ON' Life Insurance appeals to people like that. Here's how it works: You sell your client a basic MONY policy, one that builds cash value for him. (There's a discount if the face value is \$5,000 or more.) At the same time, you add on low-cost 'ADD-ONS' that can give him the extra protection he needs right now at a price he can afford.

'ADD-ON' decreasing term riders can give 4 and often 5 times as much immediate protection as the basic policy provides.

What's more, in most cases the 'ADD-ON' can be converted into permanent insurance. 'ADD-ON' keeps the door open for repeat sales that build big commissions.

Find out how 'ADD-ON' can give big protection at low cost. Send coupon for free booklet. The Mutual Life Insurance Company Of New York, New York, New York.

MONY, Dept. NU-161  
Broadway at 55th St.  
New York 19, N.Y.

Please send me \_\_\_\_\_  
copies of free booklet showing how  
'ADD-ON' can give my clients big protection at low cost.

HOW  
'ADD-ON'  
EQUALS  
PROTECTION  
PLUS

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Brokerage name \_\_\_\_\_

# MUTUAL OF NEW YORK

LIFE, ACCIDENT & SICKNESS, GROUP INSURANCE, PENSION PLANS • SALES AND SERVICE OFFICES THROUGHOUT THE UNITED STATES AND IN CANADA

## ALC President Sees 1961 As Good Year For Life Business

(CONTINUED FROM PAGE 2)

and generally high standards of living were experienced by the American people. He went on to say that employment was "exceedingly high" during the year, but he did not wish to minimize the fact that unemployment also rose substantially. This, however, was largely confined to limited geographical areas and did not represent conditions in the country as a whole, he said.

It is also pertinent to observe that involuntary unemployment is difficult to measure because of a number of factors. "If we could limit the term to include only those who are able and willing to work and who are still unemployed, and if we could get accurate figures to show how large this group would be, the situation would perhaps be viewed in an entirely different perspective," he declared.

At no other time had there been such unanimity in predicting business boom conditions as was the case at the advent of 1960, he continued. As the year progressed and miscalculations became apparent, inventories were reduced, causing some business slowdown. To many, 1960 was a year of disappointment. The high degree of optimism present at the beginning diminished as the year progressed, and the resulting disappointment may very well be an important factor contributing to the fears of serious recession. "Pessimism does not seem warranted," said Mr. Haakenstad.

Business conditions now, relative to those expected at the beginning of 1960, should not obscure the fact that the economy is actually operating at a high level and the growth rate has been satisfactory. "Failure of the boom to materialize in 1960 according to

hopes and predictions has actually placed our economy in a position to sustain and even increase present levels of prosperity without running the danger either of serious recessionary adjustment later on, or of destructive inflation," he opined.

"Periods of economic consolidation and adjustment, such as we now appear to be in, are to be expected in the normal operation of the business cycle. In my judgment, the basic factors upon which the economy rests remain strong. While there undoubtedly will be some further adjustments in 1961, I firmly believe the year will produce advances which will parallel or exceed the progress registered in 1960. I find grounds for optimism and believe we can look forward to a good year."

As to the problem of the aged, Mr. Haakenstad said, "We are a nation of aging population. Increased longevity is resulting in a larger number of persons over age 65 relative to the population as a whole. If our growing retired populace is to maintain suitable living standards, people must be encouraged to save more out of earnings during the productive period of life. If this is not done, there will be greater demands for social security benefits and these would place a heavier burden on a relatively declining working force in the form of spiraling social security taxes. This, in turn, could result in lowered standards of living for all."

"This presents a challenge to the life insurance industry to be met in 1961 and the ensuing years. We must be relentless in our efforts to devise policies and methods that will encourage people to provide more for themselves and to better protect their own through systematic savings. The success of our efforts will play an important role in keeping the United States a strong and free nation."

Pilgrim National Life of Chicago has been licensed in Maryland.

## Bankers National Up 58% In 1960 Sales

Bankers National Life pushed its total life sales to \$185,236,486 in 1960 for an increase of 58%.

New ordinary amounted to \$59,716,711, up 10.8%. Total insurance in force rose \$139,075,879 to reach \$732,894,371, up 23%.

The company entered Alabama, Arkansas and North Dakota in 1960, bringing the total to 42 jurisdictions. New regional sales offices were opened in Kansas City and Los Angeles, bringing the total of such offices to six.

## Financed-Insurance Foe Is New Revenue Commissioner

WASHINGTON—Further intensification of the Treasury's attack on financed life insurance is seen in the appointment this week of Prof. Mortimer Caplin of the University of Virginia law school as commissioner of internal revenue.

The fact that Prof. Caplin was a leading contender for the post was reported in last week's issue in a quotation from a bulletin issued by Assn. of Advanced Life Underwriters, the organization that grew out of successful efforts to resist attacks in the Treasury and Congress against financed life insurance.

## Rate Hearings Set For Utica Blue Plans

The New York department will hold a hearing Feb. 2 in Utica YMCA on the application of Utica Blue Cross for an average increase of 27.5% on its three standard contracts, and to establish rates on two proposed limited-coverage plans. The revisions would be effective April 1. Deputy Superintendent Newell G. Alford will preside.

## Qualifications For '61 MDRT Up 32.6%

Qualifications for the 1961 MDRT Round Table are 32.6% above of this time last year, according to James B. Irvine Jr., general agent, Chattanooga for National Life of Vermont and chairman of the 1961 Round Table.

As of Jan. 10, 496 applicants have been approved for qualifying and life membership, as against 374 on the same date last year. Mr. Irvine said he was gratified at the good response to his plea to prospective applicants to submit their applications as early as possible.

At the same time he emphasized again that applications for membership in the 1961 Round Table, the affidavit of membership in the applicant's local life underwriters association, and the dues check must be postmarked on or before March 1. He reminded all applicants who have not yet sent in their qualifying papers that the MDRT bylaws provide absolutely no exception to the March 1 deadline.

With the chairman's January letter every 1960 and 1961 MDRT member received a supply of the MDRT volume credit record form for recording his 1961 volume credits for qualification for the 1962 Round Table.

## Blue Cross-Blue Shield Seek 18% More In Mich.

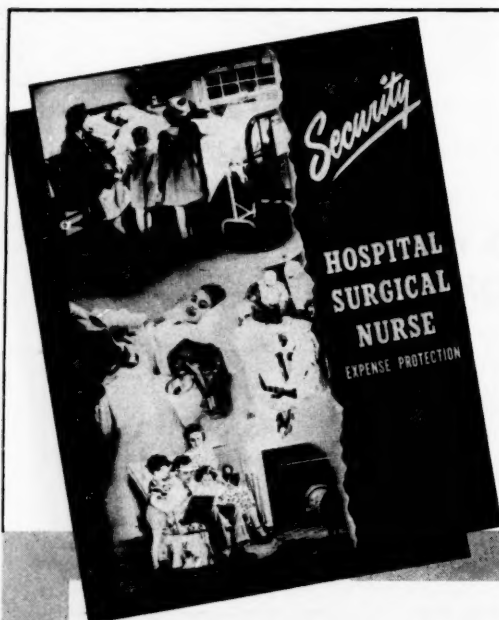
LANSING—Formal filing with Michigan department of a rate increase request by Michigan Hospital Service and Michigan Medical Service (Blue Cross-Blue Shield) disclosed that an average boost of 18.7% sought. Blue Cross wants a 22.4% increase and Blue Shield 13.5%. The exception would be the special group over-65 contract first offered in 1959.

Commissioner Blackford has stated that the department is receiving the heaviest mail in history, about 100 letters a day, 100% in opposition to the proposed rate increase. A hearing on the request is scheduled for Detroit Feb. 7. Prof. Walter J. McNeerney, director University of Michigan bureau of hospital administration has been invited to attend as an expert witness. The services seek an effective date of April 1 for the proposed increases.

The proposal also contains several benefit liberalizations. These included: Provision for oral surgery costs at hospitals; renewable provisions after three months covering 30 days of care for tuberculosis, nervous and mental conditions, compared with the present six months period now requiring increase from \$14 to \$15 per day toward care in non-participating Michigan hospitals, and broadening of benefits for members leaving groups and carrying the coverage individually.

Formal endorsement for the increase has come from Michigan Hospital Association which terms them "absolutely necessary." Without the additional money "every community hospital in Michigan will be in financial chaos, since half their income comes from Blue Cross," according to Dr. Roger Nelson, president of MHA.

Woodward & Fondiller, consulting actuaries, systems analysts and insurance accountants, has opened a regional office at Dallas and named Joseph Raywid vice-president and John Edén assistant vice-president.



Establish and build your own Direct Agency—highly attractive agency appointments in select territories now available. Write today for full particulars—Address: Accident & Health Div., National Casualty Company, Detroit 26, Mich.

## LET'S END THE CONFUSION

Unless prospects know what we mean, we only confuse them. Aware of this costly problem, National Casualty makes sales aids available that are geared to the prospect's viewpoint. Yes—National meets the demands for modern sales methods and quality Disability Income, Hospital and Surgical coverages for the Individual, Family, Franchise or True Group case.

Guaranteed Renewable Policies Available!

# NATIONAL CASUALTY COMPANY

DETROIT 26, MICHIGAN

REMEMBER—IT'S EASIEST TO SELL THE BEST!



**XUM**

since 1958 Commonwealth has been studying entry into other fields, initially having in mind A&S. However, the introduction of Forand-type legislation in Congress raised the question of whether government will enter into the individual hospitalization sales, and further consideration of issuing medical and hospitalization coverages has been laid aside for the present.

Instead, a fire-casualty operation is contemplated, apparently on a direct writing basis using Commonwealth Life agents. The traditional American agency system is not compatible with

the debit system of distribution used by Commonwealth Life, Mr. Abell states. However, "we did find a number of other companies, of which Allstate and Nationwide are representative, which operate under a distribution system similar to our own, and which have been successful in the limited fields of personal coverages, i.e., residential fire coverages and individual automobile coverages. These companies, which are called direct writers, also have affiliated companies which sell life insurance. Their agents work only for the one group, and are

not permitted to represent other companies. Direct writing companies, because of their distribution system, have been able to operate at lower expense rates than the expense rates of the American agency system companies, and because the agents of the direct writing companies work exclusively for them, these companies can, in our opinion, exercise more stringent underwriting controls than are possible under the American agency system of operation. The lower expense rates and the more stringent underwriting controls have enabled the direct writing

companies to use lower premium rates to select their policyholders from among the preferred risks, and to operate at a profit. It has also followed that these companies, since they have exclusive control of their field organizations, have been able to direct the agents to select the type of risk which the companies were willing to insure.

"The field of direct writing of personal fire and casualty coverages may be an area in which our company could use its distribution system to its advantage. We have employed experienced fire and casualty executive (Richard E. Farrer, formerly vice president Cascade of the United Pacific group of Tacoma) to carry out additional studies in this field, and prepare a proposed plan of operation."

## HIC Periodical Aimed At Health Care Groups

Health Insurance Council has begun publication of a new four-page periodical titled "Health Insurance Viewpoints," which is designed to strengthen communications between the health insurance business and the medical and hospital professions.

"Viewpoints" will be published periodically and will contain excerpts from selected addresses, articles and facts and figures about the financing of health care.

The first issue, released in January, contains excerpts from speeches by Millard Bartels, president of Health Insurance Assn. and chairman of the insurance executive committee Travelers; Dr. E. Vincent Askey, president of the American Medical Assn. and Raymond F. Killian, chairman-elect of the council and 2nd vice president of Metropolitan Life. The issue also contains data from the council's 14th annual survey on the extent of voluntary health insurance coverage in the United States.

The publication is being distributed to insurance companies, HIC state committees, national, state and county medical association executives, hospital administrators, medical journals and allied health care groups.

## Good Housekeeping Begins New Series Of Articles On 'Health Insurance Crisis'

The February issue of Good Housekeeping magazine features the first article in its series on health insurance, "You and the Crisis in Health Insurance," prepared by free-lance writer Martin L. Gross.

The first article is entitled "What Do Your Blue Cross and Blue Shield Really Cover?" A preface to the article states that "subsequent articles will deal with the coverage provided by commercial policies, the reasons for the high cost of health insurance, the role doctors play in the operation of health insurance plans, and the moves you can make to provide your family with more economical and effective health insurance protection." The issues in which these articles will appear were not stated.

The current article is divided into two parts, the first dealing with Blue Cross and the second with Blue Shield. Some of the headings in the Blue Cross portion of the article are "Too Few Benefit Days," "Extras Not Covered," "The Excluded Disabilities," and "Diagnosis." For Blue Shield the headings are "Unrealistic Income Limits," "Outdated Payment Schedules," "Rule-of-Thumb Charges," "Small 'Bedside' Payments," and "Protection for the Aged."



## Sizzling Service is Dave Whitt's Specialty

Dave learned during his school years that profitable sales volume is earned by the products and services best suited to customer needs. He learned it by practical experience, through high school and college, as a part time employee behind White Castle restaurant counters.

On his graduation with a B.S. degree from Butler University, Dave Whitt wanted opportunity . . . for a business career of sound growth in position and earnings. He found it with American United's Group Insurance Department.

Now, Dave's getting ahead fast. American United's "Partnership Philosophy" paves the way for his progress—gives him the right ingredients to get and hold

customers. Business is always "cooking" wherever Dave is working. He has the kinds of deals it takes to convert prospects into clients.

Any hot group prospects? Contact Sherman Jensen, Vice President, Group—at the address below. The phone number is WA 3-7201



AMERICAN UNITED LIFE INSURANCE COMPANY • HOME OFFICE: INDIANAPOLIS, INDIANA  
ALL ORDINARY LIFE FORMS • FLEXIBLE OPTIONS • LOW NET COST SPECIALS • BUSINESS LIFE INSURANCE • KEY MAN • PARTNERSHIP • ANNUITIES • UNIQUE JUVENILE • GROUP LIFE • GROUP CREDIT INSURANCE • GROUP MORTGAGE INSURANCE • GROUP RETIREMENT • PENSION TRUSTS • NON-CANCELABLE DISABILITY INCOME • GUARANTEED RENEWABLE MAJOR MEDICAL • GUARANTEED RENEWABLE HOSPITAL & SURGICAL • SPECIALISTS IN SUBSTANDARD UNDERWRITING AND REINSURANCE



# THE EQUITABLE LIFE OF BOB TIFFANY IN ABILENE, TEXAS



Robert J. Tiffany, CLU., a million-dollar producer in an area of 90,000, has an accomplished family, too. Billy, 15, is varsity tackle at Cooper High. Jerry, 17, is varsity catcher at Abilene High. Julie, 8, and mother Clarine are accom-

plished pianists. Although Bob works out of the Martin Agency in Fort Worth, his heart belongs to Abilene. He was Committee Chairman of Abilene's recent Diamond Jubilee. And also served as Director in the Chamber of Commerce.



**Oil Man:** For ten years Bob served as Sec'y-Treas. of West Central Texas Oil and Gas Association. J. C. Hunter, Jr. (center) and Jim Lauderdale are past-presidents.

He teaches the adult couples class at First Presbyterian Church, where the whole family sings in the choir.



Also is chairman of Annual Estate Planning Conference—as he has been since 1957 when it began. With him are R. L. McMillon, V.P. of NALU; Dr. Davis W. Gregg, Pres. of American College of Life Underwriters, and Dr. Arthur E. Upgren, economist.



And he sandwiches a lot of selling in between his civic activities. Here he hands his potent signature-pen to Ben Barbee, Division President of Anderson-Clayton Co.



Served on City Commission for two years. Here, as chairman of a Chamber of Commerce committee, he talks to Tom Leeth, left, executive of U.S. Time Corp.; Briggs Todd, Pres. of First State Bank; and E. A. Wells, Superintendent of Schools.

**A Man's Prestige** somehow goes hand in hand with the prestige of the company he represents. This is why Bob is proud to be a life underwriter for Equitable. It's a full life. And a rewarding one. **Living Insurance is more than a need ...it is a career!**

## THE EQUITABLE

Life Assurance Society of the United States  
Home Office: 393 Seventh Ave., New York 1, N. Y.

Tune in The Equitable's OUR AMERICAN HERITAGE, Saturday, March 11, NBC-TV

## NALU Well Represented At Conference On Aging

Eight members of local associations of NALU participated in the four-day White House conference on aging.

Isaac S. Kibrick, New York Life, Boston, served as a delegate to the conference representing NALU. Mr. Kibrick is chairman of NALU's committee on aging.

Among the more than 2,000 state delegates to the conference, NALU members who took part in the conference were C. Lawrence Sherman,

Mutual Benefit Life, Harrisburg, Pa.; Charles D. Young, Woodman Accident & Life, Casper, Wyo.; L. Rockwell Smith, John Hancock, Honolulu; Don Van Camp, New York Life, Wheeling, W. Va.; Hans E. Wirsing, Equitable Society, New York, and G. Reid Marsh, New York Life, High Point, N.C.

### Smith Takes Part

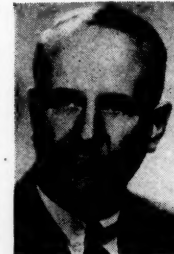
C. Carney Smith, Mutual Benefit Life, Washington, D.C., was one of four featured performers in a new public service film, "Grey Hairs Wanted," previewed during the White

House conference. Produced by the U.S. Department of Labor, the film stars President Eisenhower, Secretary of Labor James P. Mitchell, Frank E. Mackle, president of General Development Corp., and Mr. Smith, who is also vice-chairman of General Agents & Managers Conference of NALU.

In film sequences with Secretary Mitchell, Mr. Smith discussed the importance of private life and health insurance, the work of the career life agent as a family financial counselor, and the service program undertaken by NALU's committee on aging.

## Ross, Ill. Chief Deputy Is Feted On Retirement

James W. Ross, Chief Deputy of the Illinois Life Underwriters Assn. in honor of the popular chief deputy of the Illinois insurance department, who at 70, has called it quits and retired.



James W. Ross

Mr. Ross joined the Illinois department in 1942 when it was headed by Paul Jones, who was placed in charge of the policy examination division. During his career, he served eight directors and three governors. A member of numerous committees of National Association of Insurance Commissioners, he was credited with drafting rules on health insurance advertising which were adopted by many states. He was also on committee that set up regulations for war and aviation provisions of policies.

He entered insurance in 1912 as agent at Pekin, Ill., for Prudential. About 1926, he went with Mutual Benefit Life and became agency supervisor at Peoria. He was president of the Peoria agents' association in 1937. Following a vacation in Florida, Mr. and Mrs. Ross will return to Peoria where he will be available to state insurance departments for consultation on policy forms.

## Equitable Society Enters Non-Cancellable Individual Disability Income Field

Equitable Society has entered the non-cancellable individual disability income field with a program that includes five separate contracts—a 15- and 30-month series, a "65" series, 6-year series, accident only, and male-for-15-months.

The 65, 6-year, and 15- and 30-month symbols denote the benefit periods for sickness. The accident portion can be identical or for life. For example, a "Twin-65" contract pays for both accident and sickness to age 65; "Life-65" pays lifetime benefits for accident and sickness to age 65. The accident only policy pays for accident and the female-for-15-months is similar to the "Twin-65" except for provisions common to non-cancellable male coverages.

Optional benefits include a family income rider.

## Lueck, Barkley Top GA, Agent Of Lutheran Mutual

Lutheran Mutual has acclaimed G. E. Lueck Top Agency Builder and Donald H. Barkley Man-of-the-Year for 1960.

Mr. Lueck's agency at Denver wrote \$4 million of new business, an 85% increase over the previous year. This production moved his agency from sixth to second place in the company for sales.

Mr. Barkley of Springfield, who works with the Case agency of Marion, O., produced \$1 million of new business last year, making him the company's top agent. He has been among the company's top 10 agents since joining Lutheran Mutual in 1956.

## LOOKING FOR A MEMORABLE CONVENTION SITE? LOOK TO CANADIAN PACIFIC HOTELS FOR THE FINEST FACILITIES!

Get more done, have more fun at CANADIAN PACIFIC hotels...located all across Canada. For information and reservations write: Convention Traffic Department, Canadian Pacific Railway Company, Windsor Station, Montreal.



**THE ROYAL YORK, Toronto, Ontario.** The largest and most luxurious hotel in Toronto. There's a new 400-room wing, bringing the total to 1,600 rooms. And every one has radio and TV! Convention facilities include: the new Canadian Room accommodating 2,200. Seating capacity 7,500 in public rooms. New lounges, dining rooms. Serving capacity of 10,000 at any one mealtime! Complete public address systems—35 and 16mm projector equipment. 400-car garage with registration facilities, and connecting overpass to hotel. The Royal York is located in the heart of metropolitan Toronto—just one night away from key U.S. cities! Open year-round.



**CHATEAU FRONTENAC, Québec.** World-famous hotel overlooking colorful Québec and the mighty St. Lawrence. Convention features: 660 rooms, meeting and exhibition rooms, private dining rooms, sound projectors. Superb food, thoughtful service. For after-convention hours: snow sports, golf, sight-seeing, shopping on quaint, winding streets. In French we call it a *succès fou!* In any language: an unforgettable convention! Open year-round.

**DIGBY PINES, Digby, Nova Scotia.** Unique fishing town inn. 175 rooms, 31 cottages. Convention facilities. Golf, fishing, tennis, swimming. Superb seafood. Open June 15 to September 3.

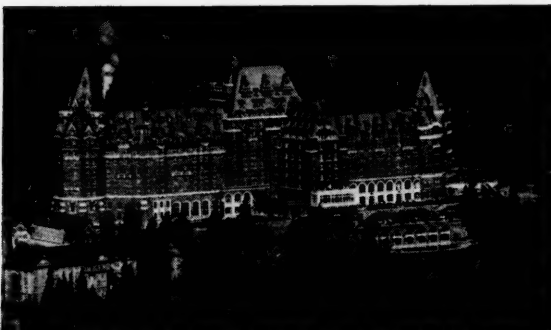
**CORNWALLIS INN, Kentville, Nova Scotia.** Set in the peaceful orchards of the lush Annapolis Valley. Facilities for 150, ideal for small gatherings. Fishing, golf nearby. Open year-round.

**ALGONQUIN, St. Andrews-by-the-Sea, New Brunswick.** Wonderful Old English atmosphere, fine food and service. Accommodates 350. For after-meeting hours: golf, swimming, tennis, fishing, shuffleboard, sailing. Open June 23 to September 9.

**ROYAL ALEXANDRA, Winnipeg, Manitoba.** 450 well-furnished rooms. Dining room, coffee shop. Selkirk Lounge. Many convention facilities. Open year-round.

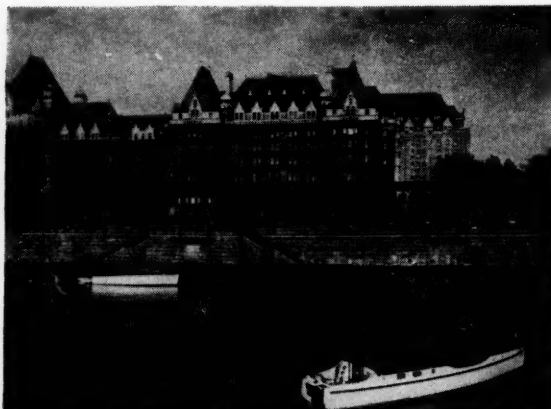
**THE SASKATCHEWAN, Regina, Sask.** 270 rooms with radio, some with TV. Comfortable accommodations. Good food and service. Dining room, coffee shop. Open year-round.

**THE PALLISER, Calgary, Alberta.** 487 rooms. Radio, TV available. Dining room, coffee shop. Range Room, Penthouse Lounge. Centrally located. Open year-round.



**BANFF SPRINGS, Banff, Alberta.** Baronial retreat mile-high in the Canadian Rockies. Spectacular view of snow-capped peaks, sunny mountain trails. 600 rooms, every convention facility. Cocktail lounges. For fun: swimming, shuffleboard, riding, golf, dancing. Scenic tours. Planned entertainment. Open May 20 to September 14.

**CHATEAU LAKE LOUISE, Lake Louise, Alberta.** Just 40 miles west of Banff. A majestic mountain retreat and world-famous resort. Every window reflects the calm and might of ageless peaks. 400 rooms. Adequate convention facilities. All Alpine sports. Boating, riding, swimming, dancing, concerts nightly. Open June 13 to September 5.



**EMPRESS HOTEL, Victoria, B. C.** Located on Vancouver Island, evergreen playspot of the Pacific Northwest Coast. 570 rooms. Meeting, exhibition, private dining rooms. Coronet Lounge. For relaxation: hunting, golf, riding, fishing, swimming in famous Crystal Gardens. Mild climate. Open year-round.

*Canadian Pacific*



## Deputy Three Midwest Meetings Firemen for Nw Mutual Agents

Three regional meetings have been conducted by Northwestern Mutual in Nebraska, Iowa, Illinois and Missouri. President Donald C. Slichter addressed the Iowa agents at Des Moines and Nebraska agents at Omaha. "Security Through Individualism," has called Vice-president Robert E. Dineen spoke to the field force from Illinois and Missouri at Urbana, Ill., on "The State of the Nation."

The Urbana meeting was attended by 200 agents and wives. Appearing in the program were H. Dennis Gertz, Jonesboro, Ill.; James R. Garner, Macon, Ill.; M. Luther Hahs, Cape Girardeau, Mo.; E. C. Hoelscher, Geneva, Ill.; and John O. Todd, Evanston. Home office executives who addressed the meeting were Dr. G. F. Egtmeyer, medical director; Benjamin B. Snow, superintendent of agencies; Verne Arends, assistant secretary; Walter H. Meier, assistant superintendent of advanced underwriting training; and James S. Harding, assistant superintendent of agencies.

At Des Moines, 150 agents heard special guest speakers Edwin L. Fox, Red Heart Feeds give the policyholder's point of view, and John F. Simmons, professor of agricultural economics of Iowa State University, on incorporating the Iowa Farm.

Agents who spoke were David L. Schell, Des Moines; Louis Bruns, Shell, Thomas J. Hussey, Davenport; Verne O. Rohlfen, Northwood; Ernest DeCook, Pella; Jack J. Lansing, Mason City; Fred E. Siefer, Fort Dodge; and Warren F. Roudebush, Waterloo. Neal L. Creswell, assistant superintendent of agencies; John W. Lincoln, assistant actuary; and John L. McGrael, educational assistant, participated as home office representatives. They also addressed the Omaha meeting.

Attendance at Omaha consisted of 60 agents from the two Northwestern Mutual general agencies in the state—Pickford at Omaha and Seckinger at Lincoln. Nebraska field representatives appearing on the program were Dale C. Carstens, Hartington; James C. Silverdale, Wayne; William G. Bitner, Lincoln; James D. Pike, Lincoln; Roger McQuistan, Oakland; and Marvin S. Polhemus, Wayne.

## Great Charter Management Resigns, Vandergriff In

Rayburn H. Carrell has resigned as president, chairman and general manager of Great Charter of Arlington, Tex., climaxing a year-long inter-company battle for control. Secretary-Treasurer D. H. King also resigned.

The resignations came on the heels of a Texas district court's refusal to issue a permanent injunction sought by Mr. Carrell to keep three of the four newly named directors from being seated. T. J. Vandergriff, who led opposition to Mr. Carrell's management, becomes president, a post he held when the company was organized in 1953. Burton Lyons has been appointed secretary-treasurer as well as acting general manager.

## New Stock Offering

Western Reserve Life of Cleveland, which was organized in 1957, is preparing to make its third stock offering, this one for \$1,250,000. Present stockholders having pre-emptive rights, along the will have the opportunity to buy the new stock.

There are now 200,000 shares of \$1

par stock outstanding, sold in two batches of 100,000, the first issue at \$5 and the second at \$7.50.

## B.M.A. Managers Meet

Discussion of management methods and exchanging ideas in connection with 1961 objectives occupied most of the annual managers' meeting of Business Men's Assurance at Chandler, Ariz.

Progress reports were made by President W. D. Grant on the home office, Sales Vice-president J. W. Say-

ler on the field, and Chairman J. C. Higdon, who reported on industry activities. A special report was made by R. L. McMillon, manager at Abilene, who is vice-president of NALU.

Ideas on manpower were presented by N. B. Moates, Nashville, and on simplified management by H. G. Horn, Portland, Ore.

Awards of excellence to leading managers in the company's three groups of branch offices were conferred on H. G. Horn, Portland; W. E. Horn, Oakland; and W. G. Chatham, Sacramento.

## Protective Life Plans 25% Stock Dividend

Directors of Protective Life of Birmingham have recommended payment of a 25% stock dividend. It will be voted on at the annual stockholders meeting Feb. 23.

The proposed dividend would increase shares outstanding from 800,000 to 1,000,000 and the capital from \$4 million to \$5 million.

Manhattan Life of New York has been licensed in North Dakota.

**In 1961...**  
**Brokers will again**  
**Look to**  
**Guardian**  
**for the Plus**  
**that makes**  
**the Sale**

**Costs are low**  
**LOW** { Gross Premiums  
Net Payments  
Net Costs  
(Especially at the  
Big Buying  
Ages of 45  
and over.)

**Women**  
On policies of  
\$10,000 or more, the  
same quality con-  
tracts available to  
men—at even lower  
premiums.

## Participating Disability Income

1. Now issued to men from 15 to 55 with most life plans—even level term.
2. Covers disability commencing prior to age 60, with benefits payable to age 65 when policy matures.

**A Wide Variety of  
Term Plans**  
with attractive rates and  
liberal conversion privileges.

Call your Guardian manager for a copy of "The Plus that Makes the Sale" or send coupon today.

**The GUARDIAN Life Insurance Company OF AMERICA**

A MUTUAL COMPANY • ESTABLISHED 1860  
PARK AVENUE SOUTH AT 17th STREET, NEW YORK 3 NEW YORK

LOOK  
TO  
GUARDIAN  
FOR  
THE  
PLUS  
THAT  
MAKES  
THE  
SALE

**Especially  
attractive rates  
on the larger cases.**

- Quantity Discount at \$10,000, with another at \$25,000.
- Preferred Risk underwriting on 4 plans, from \$25,000 up, with a correspondingly lower premium.

**HIGHER  
CASH  
VALUES...**

on all life and  
endowment  
policies  
of \$25,000  
or more.

NOW AVAILABLE IN MOST STATES

**The GUARDIAN Life Insurance Company OF AMERICA**

Please send me a copy of  
THE PLUS THAT MAKES THE SALE.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Bride & Home Magazine Tells Newlyweds 'How To Buy Life Insurance'

A long description of "How to Buy Life Insurance" appears in the spring issue of Bride & Home, written by the magazine's managing editor, Dorothy C. Donovan, and offered as one of the magazine's series of "How To" supplements.

The article is designed for Bride & Home's major audience, newlyweds, and endeavors to translate the story of

life insurance and its costs to an audience which is known to be in the market for life insurance. The series thus far has covered the purchase of diamonds and certain basic needs for the new home being set up.

This supplement covers life insurance and health insurance in detail. It begins with the advice to "buy now," discusses the selection of a company and such questions as "how much" and then analyzes the various policy plans and their relative costs. In comparing term and cash-value insurance, the article stresses the use of term cover-

age for temporary needs, but warns of its pitfalls. The wide range of health insurance coverages are similarly analyzed.

This supplement will be sold separately after publication, as in the case of the previous units of the series.

### Good Year For Mutual Of Omaha

Mutual of Omaha reports its 1960 volume as more than \$233 million, an increase of \$19 million over 1959 and nearly double the total volume for 1953.

## New Unit Studies LOMA Policies, Aims, With Eye To Group's Future

Robert W. Harvey, vice-president of Prudential, has been appointed chairman of a seven-man study committee created to evaluate the current objectives and operating policies of Life Office Management Assn.

In a letter to presidents and principal representatives of member companies, LOMA President Merrill Tabor, 1st vice-president of Berkshire Life, who named members to the committee, pointed out that there has been a substantial increase in the number of member companies in the past few years, as well as an increase in the participation of company representatives in LOMA activities, in the number of students enrolled in LOMA Institute and in the volume of requests for information or service to the association's office.

"This growth has been accompanied by a great variety of proposals for extending association activities to new areas, for expanding our committee structure, for increasing the number and variety of conferences and for changing the objectives of LOMA Institute," Mr. Tabor said.

"In view of the rapid rate of change in the life insurance industry affecting products, systems, administrative policies including personnel and educational programs, it seems likely that we shall see no abatement of these various trends," he said.

As a consequence, LOMA's directors felt that the time was appropriate to undertake a full evaluation of current association activities and services and to plan a long-range program to guide the future course of the organization. The study is not expected to be completed for several months.

## Northeastern Life Adds To Policy Portfolio, Makes Several Changes

Northeastern Life, at a meeting of general agents in New York, introduced additions to the company's policy portfolio and several changes.

New plans included a multiple protection rider at age 65, one-year renewable and convertible term and a 20-year convertible term policy. Also introduced was a policy of quantity discounting premiums, age credit for women and double and triple accidental death benefits.

Speakers at the meeting included Michael Marchese, executive vice-president, who outlined company objectives for 1961; Richard Fahrner, new business manager, who spoke of cooperation between agents and underwriters and processing revised application forms, and Shirley Sandler, secretary, actuarial department, assisted by George Thiel, manager, ordinary division, who introduced the new policy portfolio based on the 1958 CS mortality table with 3% interest.

The company also introduced two production clubs—the President's Club, which requires \$360,000 of annual production on no less than six lives and commissions of not less than \$3,000, and the Leaders' Club, which requires \$240,000 in production, no less than six lives and commissions of not less than \$2,000.

Texas Home Office Life Underwriting Assn. heard R. L. Dillard Jr., vice-president and general counsel Southland Life, speak on "Some Legal Problems Involved in Underwriting" at the January meeting.

## The Team Behind the Kansas City Life Key Man



Just as a key man in a football game cannot run for a touchdown without the strong blocking assistance of the line, so an insurance agent cannot do his best job without the solid blocking of the Field Training and Sales Promotion divisions of his home office.



We, at Kansas City Life, have long been aware of this. Our agents are provided with a complete training program, as well as sales aids designed exclusively for them...one more evidence of the fact that at Kansas City Life the agent is Key Man.



**KANSAS CITY LIFE**

INSURANCE COMPANY

Home Office / Broadway at Armour / Kansas City, Missouri  
Represented in 41 States and the District of Columbia

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**What's a father for?**

A father is to tell you stories... to take you swimming... to teach you to be a man... that's part of what a father is.

A father is security, too. That's where the John Hancock man can help... by making it possible for a father to guarantee protection for his family. Your experience as a father is the knowledge and experience a father needs to plan the right kind of financial security for your family. And he can offer you a wide variety of the most modern life insurance contracts you'll find anywhere. Ask yourself, "How can I be sure my present insurance is enough?" Your John Hancock man will help you with the answer.

**John Hancock**  
MUTUAL LIFE INSURANCE COMPANY  
BOSTON, MASSACHUSETTS

**"Why should I buy more life insurance?"**

Is this your attitude when an insurance agent calls? Do you immediately say, "no, no, no"? Or are you politely and think about something else?

Some people do. Why? Could it be because they are reminded of an important fact they'd prefer to forget? That family—wife and children they love to nurture—must be adequately protected.

Today the average American father owns only enough life insurance to carry his family for a year or two—not much to face the future with.

This isn't a plea for husbands to insurance men. Next time your calls, even if you like. But listen, too. For the future security of your family depends on it.

Only if you consider carefully and decide correctly now, can you be sure that they'll be protected later. That's why your John Hancock man is such a good man to know. He knows insurance. He can help you develop a sound life insurance program... one you can afford.

**John Hancock**  
MUTUAL LIFE INSURANCE COMPANY  
BOSTON, MASSACHUSETTS

**\$10,000 seemed like a lot of money**

But a widow quickly finds she needs a lot more to meet everyday expenses day after day after day. There's still rent or mortgage payments. And food to be bought. And clothing, medical bills, the children's education. In fact, no one is safe.

Yet \$10,000 is about all the life insurance many families carry... barely enough.

Now John Hancock can help you plan your family's future more of the security it needs... at a cost well within your budget. He'll outline an insurance program based on your own standards of living. He'll show you how you could increase the amount of protection you have. For instance, if you are a young father, you can give your widow an added income of \$100 a month until your present children are of age—for less than \$5 a week.

When your John Hancock man calls, you can expect the standard kind of advice... with no obligation except to listen.

**John Hancock**  
LIFE INSURANCE COMPANY  
BOSTON, MASSACHUSETTS

## Advertising that Helps Agents Sell

"I am happy to announce that a new national advertising program stressing the need for adequate life insurance protection through John Hancock will begin in LOOK, Life and Reader's Digest. Each of the advertisements stresses the theme of adequate coverage and the importance of the John Hancock representative."

With these words, Mr. Robert P. Kelsey, vice-president in charge of advertising and public services, set the stage for a new consumer advertising series for selling John Hancock Life Insurance.

John Hancock's advertising copy in this series does a sales job for every well-trained life underwriter. Four ads in black and white, each of them scheduled to run twice, pose a searching question to magazine readers: do you really have adequate life insurance? From each of the four arresting headlines, the copy takes over to explain what adequate insurance means and how the John Hancock agent can explain its benefits and furnish the answers to questions.

### "What's a Father For?"

One, directed to fathers, "WHAT'S A FATHER FOR?", points up the security in adequate insurance. Another, posing the question, "WHY SHOULD I BUY MORE LIFE INSURANCE?", answers that question

by saying that careful consideration of family protection now, insures future security. The third in the series asks, "I NEVER HAD IT SO GOOD... WHY AM I SO BROKE?", reciting the worries that confront many heads of households (taxes, children's education, automobile upkeep, possible sickness) and concludes that the family's future depends on enough life insurance.

### Role of Agent Stressed

The fourth ad, "\$10,000 SEEMED LIKE A LOT OF MONEY," opens the door for the agent by saying:

"Your John Hancock man will be glad to show you how your family can have more of the security it needs... at a cost well within your budget. He'll outline an insurance program based on your own standards of living. He'll show you how you could increase the amount of protection you have... when your John Hancock man calls, you can expect the soundest kind of advice... with no obligation except to listen."

### "Great American" Series

In addition to the life insurance program ads, John Hancock's name has been widely known and associated with a series of advertisements on great Americans. It has served to identify the company with the American scene. The series, honoring many of our great men, has won honors in its own right, including top awards from Freedoms Foun-

dation. The great American series, in full color, appears in The Saturday Evening Post, Time, Newsweek and Sunset magazines. It is appropriate that such a series, taken from the pages of America's past and current history, should be presented over the big, bold signature of John Hancock.

### 25,000 Reprints

To enhance the impact of the series, an average of 25,000 reprints of each advertisement is mailed to groups interested in the subject matter, such as educators, business people, civic leaders. It is known that the campaign receives wide attention, for the company regularly receives batches of letters from people all over America commenting on one ad or another and offering suggestions for ad topics.

### Group Insurance

Another important phase of the John Hancock operation is Group Insurance, for which the audience

is business executives of all descriptions. Thus John Hancock's Group Insurance advertising is featured in Fortune, Business Week and Nation's Business.

The Company is also using radio spots to give added support in eleven markets, selected by the sales department. Additional spot advertising is placed in newspapers, selected trade papers and on billboards.

### Sales Aids for Agents

Besides its powerful three-pronged advertising campaign, a full program of sales aids is provided for the agent. Designed to develop leads, they include a variety of devices to make consumers aware of their insurance needs for retirement, home-mortgages and increased life protection. The Company also makes wide use of proposal forms in which the agent tailors specific insurance programs to his prospect's own immediate situation.

# LOOK

The exciting story of people... what they do, what they feel, what they want, what they think... an ever-changing story told with warmth, understanding and wonder.

Reaching into 16,850,000 households with a single issue

# How **LIFE** helps sell insurance

Metropolitan Detroit is a changing market and Detroiters are changing with it. In 1959 they spent nearly 5 billion dollars in retail sales to make their lives fuller, more enjoyable. And in one household out of three, a large part of that enjoyment comes from reading LIFE's exciting pictures and stories each week.




These families are anxious to protect themselves and their possessions. Households in Detroit and in the other U.S. metropolitan markets represent 64% of all homes owning life insurance. In the course of 13 issues, LIFE reaches almost *half again* as many met market homes as the Saturday Evening Post. That's the simple reason why LIFE helps sell insurance in Detroit—and all across the United States.



**Wayne University**, in Detroit. Homes with the household head at least a high school graduate represent 45% of households owning life insurance. In the course of 13 issues, LIFE reaches 82% of them.



**Cobo Hall**, new home of the National Automobile Show. The automotive industry recognized LIFE's superior quality audience by investing 17% more advertising dollars in LIFE than Post in 1958.

POSSESSION OF LIFE INSURANCE			
Market Location	% of Total U.S. Households	% of Metropolitan Market Households with Life Insurance	Thirteen Issue Coverage of Metropolitan Market Households
All Metropolitan Markets	<b>59%</b>	<b>85%</b>	<b>LIFE</b>  <b>76.3%</b> <b>Look</b>  <b>68.5%</b> <b>Post</b>  <b>52.8%</b>
Source: LIFE's Study of Consumer Expenditures			

IT PAYS TO SELL WITH  
ADVERTISED IN

**LIFE**

Castr  
to spot



# Insurance in Detroit



**Castro soldier** arrests LIFE photographer and reporter—but fails to spot a roll of film hidden in a sock. Result: eight pages of exclu-

sive, exciting pictures in LIFE just four days later. Weekly, LIFE screens some 10,000 such pictures from every corner of the world.

## Changes In The Field

### Zurich American Life



Daniel J. Papp

Daniel J. Papp has been named superintendent of sales for Ohio at Cleveland. He has been with Shenandoah Life there as assistant manager, and has also been an agent for Travelers and Union Central.

### State Mutual Life

Walter C. Leck, general agent at Chicago, has formed Walter C. Leck & Associates to specialize in estate and corporate insurance plans. Kenneth L. Means is executive director of the organization; other associates are John C. Armitage, K. Donald Baker,

John H. Bowman, John R. Dolan, Bruce K. Elliott, William C. Harris, Jack Mishel, A. David Roberts and Philip J. Tuttle.

### Provident Life & Accident

W. R. McCarroll, special representative at the Chattanooga group office, has been appointed representative in charge of the Knoxville group office.

### Berkshire Life

C. J. Carson Jr. has been appointed district manager at Dayton, where he has been an agent for Aetna Life.

### Lincoln National Life

Melvin Zoerb has been appointed general agent at Scottsbluff, Neb. Mr. Zoerb, who has been with the company at Kearney, Neb., recently completed a LUTC class and was elected vice-president of his group.

James Holloway has been appointed to a supervisory post in the Eastwood agency, Jacksonville, Fla.

### Equitable Of Iowa

Robert F. Armbruster and William J. McDonnell have been appointed general agents at Columbus and Sherman Oaks, Cal., respectively. Mr. Armbruster began in insurance at Columbus with Prudential in 1952. In 1958 he was named manager of State Mutual's Cincinnati office.

Mr. McDonnell began with Prudential in 1956 in the San Fernando Valley. In 1959 he joined Pacific Fidelity as home office field supervisor.

### Life of Virginia

R. H. Cathey, field training supervisor for North and South Carolina,

has been appointed district manager at Wilmington, N.C. He is a past rector of Gaston County Life Underwriters Assn.

### Bankers Life Of Iowa

Three managers have been appointed: William Goers at Madison, Wis.; Raymond Kern, Miami, and Robert Sedrel, Washington, D. C.

Mr. Goers has been assistant manager in Madison since 1959, joining the agency in 1944. He is a former officer of Southern Wisconsin Assn. of Life Underwriters and of the Wisconsin association. Mr. Kern was transferred to the Miami agency from Washington, D. C., where he had been manager since 1958.



Robert F. Armbruster



Raymond Kern



Robert Sedrel



William Goers

He joined the company in 1952. Mr. Sedrel began with the company in 1952 as a field supervisor, working out of the home office on various assignments with agencies countrywide. He was named a senior sales supervisor in 1960. He was formerly an agent for Central Life of Iowa at Des Moines for three years.

### National Life Of Vermont



Bert J. Kimura

Bert J. Kimura has been appointed general agent at Honolulu, where he has been associate manager for Crown Life. Before that he was an assistant manager of North American Life of Chicago. A life member of Million Dollar Round Table, he is national committeeman and former director and treasurer of Hawaii Life Underwriters Assn., and last year was on the credentials committee at the NALU annual convention.

### United Benefit Life

John J. Wolsfeld, general agent at Mason City, Ia., since 1944, and a veteran of 30 years' in the insurance field, has retired. President V. J. Skutt was guest speaker at the retirement luncheon. Mr. Wolsfeld will be replaced by John Sudby, presently general agent at Storm Lake, Ia.

### Monarch Life

K. W. Brooks, regional trainer at New York, has been appointed general agent at Wellesley, Mass.

C. E. Gordon has been appointed general agent at Tulsa. He has headed his own general lines agency in Fort Scott, Kan.

H.S. Hurley Jr., supervisor at Wash-



This shield is the emblem  
of security for the owners  
of more than 8,000,000  
National Life policies now  
in force.



ington, D. C., has been appointed general agent at Tampa.  
J. J. Reese, agent at East Orange, N.J., has been appointed general agent at Boston.

### Atlantic Life

Willis H. Davis Jr., director of field training at Richmond, Va., has been appointed general agent at Orlando, Fla. He has been field training assistant and supervisor at Roanoke.

Willis H. Davis Jr.

### Southland Life

William Sapaugh has been named a field assistant and will work out of the home office.

### Pan-American Life

J. Harold Whiteside, supervisor at Shreveport, La., has been appointed general agent at Tampa. He is a CLU. Paul E. Kramer has been appointed



Paul E. Kramer



J. Harold Whiteside

general agent at Ft. Lauderdale. He has been supervisor and district agent of Northwestern Mutual at Miami and Ft. Lauderdale.

### Provident Mutual Life

J. Robert Gilbert has been appointed regional manager at the San Francisco group office. He was formerly in San Francisco as group district manager



A. B. Pearson



J. Robert Gilbert

for General American Life, and before that was regional manager at Chicago.

A. B. Pearson has been appointed manager at Nashville, where he was manager for Volunteer State Life. He is chairman of Nashville Life Underwriters Training Council and a director of Nashville Life Underwriters Assn. and of Nashville General Agents & Managers Assn.

### Occidental Of California

Patrick J. Dunne has been appointed assistant brokerage manager at Pasadena. He joins Occidental after being with Massachusetts Mutual at Los Angeles.

Bernard G. Corak has been appointed assistant manager at Philadelphia. He

has been with Lincoln National at Philadelphia.

Edward A. Lamphier has been named regional group manager at Boston. He has been with Travelers as assistant manager there.

Promoted to assistant regional group managers are Charles E. Decker, Los Angeles; George T. Sibley, Long Beach; Philip McCloskey, Philadelphia, and V. Otis Vermillion, Kansas City.

Daniel Heineman at Phoenix has been promoted to group sales representative. Robert A. Strom has been

appointed assistant regional group manager and assigned to Minneapolis. Appointed group sales trainees, Harold E. Mackin has been assigned to the home office training circuit and Charles S. H. Myers, to Baltimore.

### American General Life

James F. Mitchell, with the company since 1955, and named rookie of the year in 1957 by Texas General Agents & Managers Conference, has been appointed manager at the company's southwest Houston agency.

### Sun Life Of Baltimore

William Tomanovich, training supervisor at the home office, has been appointed district manager at Columbus, O. He has been manager at Indianapolis.

NORTHEASTERN LIFE has appointed A. A. Hans general agent at Glen Cove, N.Y. He has been with State Mutual, as supervisor of the Cerf agency in New York and as manager at Brooklyn. Before that he was with Mutual of New York as a supervisor.

# TAX SAVINGS THROUGH LIFE INSURANCE

Permanent life insurance is an investment of the highest quality. It is a vehicle for tax savings that defies comparison!

To help our field force carry this message to prospects, our Advanced Underwriting folks have written a penetrating new booklet, "Tax Savings Through a Life Insurance Contractual Investment." It grew out of an exhaustive study of the Internal Revenue Code, the Regulations and Rulings of the Internal Revenue Service, and related Court Decisions. It is a capsule summary of the important, too often overlooked, Tax Saving Features of a Life Insurance Investment.

The booklet is being effectively used by our field force. For the benefit of the industry we're making it available to any life insurance man for his personal use regardless of company affiliation. Request your copy by using the coupon below, enclosing 25c to partially cover costs.



### SUBJECTS COVERED IN THIS BOOKLET

- Tax Savings on Increases in Cash Values.
- Tax Savings on Living Benefits.
- Tax Savings on Lump Sum Death Proceeds.
- Tax Savings on Interest Paid to Spouse.
- Tax Savings on Installment Incomes.
- Tax Savings on "Split Dollar" Plans.
- Tax Savings on Exchanges.
- Tax Savings on \$5,000 Under an Employee Death Benefit Plan.
- Tax Savings through Short Term Trusts.
- Tax Savings for Employees of Charitable Organizations.
- Tax Savings on Account of Marital Deductions.
- Tax Savings on Estate Settlements.
- Cash Savings on Estate Taxes.

## THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

Victory Square—St. Paul 1, Minnesota

Please send me a copy of "Tax Savings Through a Life Insurance Contractual Investment." I am enclosing 25c partially to cover cost of printing and mailing.

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

KENTUCKY CENTRAL L&A. has promoted C. E. Hardway from staff manager at Knoxville to district manager at Corbin, Ky., and G. W. Brock from superintendent at New Albany, Ind., to district manager at Columbus, O.

#### General American Life

Elmo R. Earls, who joined the company in 1956 in a group sales training program, has been promoted from assistant district group manager at Detroit to district group manager at



Donald Urquhart

Des Moines. Sam V. Florance replaces Mr. Earls at Dallas.

Donald Urquhart has been appointed a general agent in Detroit, bringing to six the number of agencies operated by the company in that city. The company

uses a "multiple agency system" in large metropolitan areas, under which the agencies operate independently but share training and staff facilities. Entering the life insurance business in 1926, for the past 15 months Mr. Urquhart has been agency organizer in General American's agencies.

#### Franklin Life



C. R. Harmon

Charles R. Harmon has been promoted to general agent in Atlanta. He joined Franklin in 1956 with the Wagnon agency of Atlanta.

#### Republic National Life



Marshall C. Rudder

Marshall Rudder has been named branch manager at San Antonio.

#### Bell With S.C. Department

Doyle V. Bell of Spartanburg has joined the South Carolina department. For the past several years he has been secretary-treasurer of Commercial United Investors. Before that he was with General Baking Co. as auditor and office manager.



## FIVE SIX KEY

### GENERAL AGENTS WANTED...

### INCREASED INCOME

### IMMEDIATE VESTED RENEWALS

*The American Bankers has always endeavored to set the pace—not merely keep up with it.*

### IN NINE YEARS OF ACTIVE OPERATIONS

1960.....	\$415,964,468
1956.....	127,927,609
1952.....	4,408,032

We are continuing to develop a quality Ordinary agency force in depth, producing the highest type of business at a reasonable cost. Our key representatives must be financially solid, reasonably trained, with a responsible standing in the community in which they reside, and have the ability to select and direct men.

### There Is a Reason for Our Progress

### COMPLETE LINE OF VERY COMPETITIVE POLICIES INCLUDING

**WIFE 20 YEAR TERM RIDER**—issued up to \$250,000—50% of husband's insurance. If husband dies or is disabled wife's premium is waived. All these benefits, wife age 30—\$7.00 per \$1,000 annually.

**INCREASING PROTECTION PLAN**—Terrific package for top income groups.

### PLUS

**STOCK OPTION PLAN**—Liberal Option Agreements for both recruiting and personal production.

### COMPLETE TRAINING AND AGENCY BUILDING "KNOW-HOW" PROGRAM

WRITE OR WIRE CONCERNING YOUR OPPORTUNITY  
IN THIS DYNAMIC COMPANY

JAMES G. RANNI  
Chairman of the Board

JAMES B. SISKE  
Vice Pres. and Director of  
Agencies

R. KIRK LONDON  
President

**AMERICAN BANKERS LIFE  
ASSURANCE COMPANY OF FLORIDA**

Home Office

Miami 32, Florida



## Home Office Changes

### Guaranty Savings



Conrad Anderson

son for Union Life of Little Rock.

Conrad Anderson has been appointed director of agencies. He entered the business with United Burial & Insurance and later went with Southern L&H., becoming district manager at Jackson, Miss. Prior to his present appointment, he was manager at Jackson for Union Life of Little Rock.

### Phoenix Mutual Life

I. L. Morris Jr. has been named manager of pensions. He has been with Mutual of New York as group and pension specialist for New England, with headquarters at Boston and before that was with Travelers as a group pension trainee at the home office.

### Republic National Life

William P. Mulvaney has been promoted to superintendent of general agencies. He joined the company as a group representative and was later named associate superintendent of agencies.

### New York Life

Dr. G. D. Dorman, medical director in charge of the employees' medical department, has been appointed 2nd vice-president and medical consultant. Dr. D. J. O'Leary, associate medical director, succeeds Dr. Dorman.

### Connecticut General Life

A. R. Holmgren, manager at Duluth, has been appointed to the new post of national sales consultant. G. R. Celusta, staff assistant at Duluth has been named Mr. Holmgren's successor.

### Royal Neighbors

The following changes have been made in Illinois: Mrs. Dorathea Blohm, Rock Island, chief general correspondence department, becomes deputy supreme recorder. She succeeds Mrs. Katherine B. Dunne, Andalusia, who

was appointed supreme recorder to replace Miss Margaret Walker, Rock Island, who retired. Mrs. Alice Denison, Moline, assistant chief general correspondence department, becomes department chief.

Mrs. Blohm has been with the society 37 years and Mrs. Denison 26.

### Massachusetts Mutual

Perry W. Morton has been named 2nd vice-president and associate general counsel. Since 1953 he has been assistant attorney general of the U.S. in charge of the lands division, and before that was attorney and assistant manager of the farm loan branch office of Mutual Benefit Life at Lincoln, Neb.

G. W. Denton has been appointed manager of pension trust sales. He has been regional manager at St. Louis for General American Life.

### Life & Casualty

J. E. Kay, vice-president and manager of the central division, has retired. He was district manager at Birmingham, Ala., Tuscaloosa, Ala., St. Louis, Memphis and Dallas, and president of Tuscaloosa and Birmingham Life Underwriters associations and a director of St. Louis Life Underwriters Assn.

### Praetorian Mutual Life

A new executive post has been created, with E. D. Koehler being named agency secretary. He has been in the life insurance business in Dallas since 1953. He will coordinate the activities of the department under the supervision of T. H. Penton, vice-president and agency director.

### Paul Revere-Mass. Protective

R. M. Giles, supervisor at Pittsburgh, has been appointed training supervisor for the eastern sales region.

### Pan-American Life

W. B. Pardue, personnel assistant, has been appointed personnel manager. R. E. Demmons, supervisor of the A&S department, has been named manager there. He was formerly agency secretary of Continental Casualty, commercial division, and is a director



New Orleans Health Underwriters Assn.  
W. R. Webb, office manager of the actuarial department, has been named administrative officer there.  
C. J. Truxillo Jr., manager of accounting in the controller's department, has been named administrator there.  
J. T. Graham, director of personnel, has had a change of title to director of personnel and management development.

### Central National Life

J. Earl Thompson, president of Central National group, has been named vice-chairman of the board.  
Norman T. Carson, president Central National Life, has been appointed ex-



William A. Waldie



Norman T. Carson

ecutive committee chairman of the group companies, while Robert F. Dahms and Roger D. Peterson have been named assistant vice-president and assistant secretary, respectively, of the group.

William A. Waldie has been appointed vice-president and agencies director. With Aetna Life since 1957, he has been assistant general agent at Omaha for the past two years.

### W.O.W., Omaha

L. A. Richard, state manager of southern Louisiana at Alexandria, has been appointed to the society's national field work committee, replacing N. T. Newberry, former state manager of western North Carolina at Charlotte, who has been named vice-president for membership services.

### Manhattan Life

H. Z. Steinway has been elected a director. He is president of Steinway & Sons, piano manufacturers at Long Island City, N.Y.

**SURETY LIFE OF Utah**—D. H. Payne and W. P. Allmark have been named to new management positions. Mr. Payne, formerly assistant to the president and attorney, was made vice-president and general counsel and Mr. Allmark was elevated from his

post as manager of policyholder service to assistant secretary-treasurer.

**FEDERAL LIFE & CASUALTY**—David M. Adderholdt has been named assistant actuary replacing Paul Buben, resigned.

### Penn Mutual Appoints V-Ps Rickards And Daly In Top-Level Changes

Penn Mutual has appointed Charles E. Rickards senior vice-president and chief actuary and Brian L. Daly, vice-president and actuary. New 2nd vice-presidents are Robert D. Carpenter for group, and Norman W. Peters for administration.

Mr. Rickards joined the actuarial department in 1928 and has been senior vice-president and actuary since 1957. Mr. Daly went with the company in 1941 and became 2nd vice-president and associate actuary in 1958. Mr. Carpenter, with the company since 1950, has been associate actuary since 1958, and Mr. Peters, who joined Penn Mutual in 1922, was assistant vice-president in the actuarial department before moving to the administrative department last year.

In other appointments, James R.



Brian L. Daly



Charles E. Rickards

Donahey and William F. Sutton III have been advanced to assistants to the actuary, Joseph A. Haddock to assistant manager of mortgage loans, William Z. Hutchinson to superintendent of agencies, William T. Spock to manager of electronic data processing, Roy B. Steenhoff to group secretary, and Frank K. Tarbox to administrative assistant.

Mr. Donahey went with Penn Mutual in 1952 and has been in the electronic data processing department. Mr. Sutton has been with the company since 1955, and his previous position was that of supervisor of the mathematical division. Mr. Haddock, who joined the company in 1930, has been supervisor of mortgage loans, and Mr. Hutchinson has been general agent at Miami.

With the company since 1953, Mr. Spock has been in the electronic data

processing department. Mr. Steenhoff was with Massachusetts Mutual before going with Penn Mutual in 1958 as a member of the group department. A former assistant U. S. attorney, Mr. Tarbox joined the company in 1958 and became assistant counsel last year.

### Million-Dollar Producers Of Franklin Life Meet

The annual Million Dollar Conference of Franklin Life sales leaders at Phoenix was attended by 120 qualifiers. Guest speakers were Robert S.

Albritton, Provident Mutual, Los Angeles, immediate past chairman of Million Dollar Round Table; Wesley Bolin, Arizona secretary of state; and Forrest N. Barr, assistant insurance director of Arizona.

The company was represented on the program by Regional Manager W. W. Chamberlin Jr., Montgomery, Ala.; Manager Eric Joel, Santa Ana, Cal.; Gerald H. Althoff, Cedar Rapids, Ia.; Sidney C. Orey, Lafayette, La.; John P. Walsh, Chicago; G. William Corfield, Covina, Cal.; and Arizona Regional Manager Edward I. Gilbert Jr.



"Ted, having our reinsurer is like having two more top underwriters, at no cost!"

"I agree North American Reassurance is quite a help, Howard, but isn't that a big statement?"

"Well, remember when their field representative was here last week? He gave us the dope in a hurry on how to solve those three problem cases last month. So happened we retained two cases ourselves and ceded one to them."

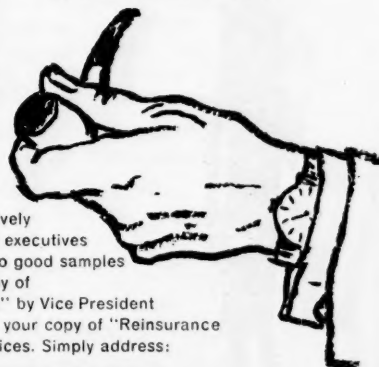
"Hmmm, that's true... and their help is fast. Why, I phoned them about a highly rated case one morning last week and their decision was on my desk when I got back from lunch!"

"And since you mentioned substandard, how about the way North American Re will accept facultative cases rated up to 1000%? How about the applications we had to turn down that they've revived for us?"

"Now there's a service that's really had an effect on the agency force!"

"Not to mention their advice on the recent revisions of our non-medical limits and medical requirements... and all those special medical studies they publish, and..."

"I'm convinced—except it may be three underwriters instead of two!"



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## 3 'Great Debates' Spark N.Y. City Agents Meeting

(CONTINUED FROM PAGE 1)

agent of Connecticut Mutual Life, concentrated on a criticism of what he referred to as abuses of the group insurance principle.

Moderator for all three panels was Laurence J. Ackerman, dean of the school of business administration of the University of Connecticut. Chairman of the meeting was Shelley S. Goren, Mutual of New York.

### Case For Nationwide

Mr. Rennie, after giving some of the background of the growth in mutual fund popularity and the conclusion of the 1951 report of Teachers Insurance & Annuity, to the effect that it is "unwise to commit all of one's retirement savings to fixed dollar obligations," explained why Nationwide wants its agents to sell shares in Mutual Income Foundation, along with life insurance coverage.

Said Mr. Rennie, "We know there can be no effective substitute for life insurance as protection against premature death."

"But what are the facts in terms of emerging needs? Actually the need for protection against premature death is declining rapidly relative to the need for retirement income."

"If we had kept pace with these changing needs, our product would have moved more toward retirement income plans. Unfortunately, they have tended to move in the opposite direction. We know that the average premium payment per \$1,000 of life insurance protection is steadily moving downward while our expenses are increasing. Yet, the industry seems unwilling to agree on measures that would reverse this trend. Until the insurance industry initiates programs which will enable it to compete in the expanding field of retirement income

and annuities, the trend toward lower average premium payments is likely to continue."

Thus, Mr. Rennie reported, "People are turning to mutual funds as a source of retirement income in increasing numbers. Over 40% of mutual fund accumulation plan holders state that their object was future retirement income. The median age of regular account fund shareholders is 55, and that of accumulation plan holders is 43 years. Life insurance, on the other hand, appeals to younger men. The median age of new policyholders in 1959 was about 25 years, and that of all policyholders was less than 35. We also know that relatively few people 45 or over buy life insurance. Only 10% of the policies sold, involving 11% of the total amount of protection, was purchased by this age group. Yet, almost 40% of the personal incomes are received by persons in this category. Certainly, the life insurance business is overlooking a major segment of the market for personal security."

### Dollar Not 'Fixed'

Then, after a projection of former inflationary trends, Mr. Rennie said, "Even if prices rose no faster than they have during the past year, when inflationary forces have been stopped, the 'fixed' dollar would be worth only 69 cents in terms of purchasing power in 1985. It is an economic fallacy to speak of 'fixed' dollars, because if there is one thing the dollar never is, it is 'fixed.' The dollar is variable; it varies from year to year as prices vary."

As for the performance of one mutual fund against life insurance as a savings vehicle, Mr. Rennie pointed to the record of Mutual Fund Foundation for 27 years: "A comparison of savings through Mutual Fund Foundation, with self-completion insurance,

beginning on Nov. 1, 1934 with the results of a standard 20-year \$10,000 endowment policy giving the same life protection, left to accumulate interest at 3% through Dec. 31, 1960, with net costs equal in the two cases, would be \$44,532 for MFF and \$12,422 for the endowment policy."

Mr. Rennie pointed out that Nationwide believed that if an agent sells mutual funds, his own interests will coincide more closely with the interests of the client, because he has the service of Mutual Fund Foundation to offer as an investment alternative. The Nationwide agent is under no constraint to "lead" the prospect toward an endowment policy.

On the other hand, Mr. Rennie concluded, agents licensed solely to sell life insurance are under a strong pressure of self-interest to induce the client to buy an endowment policy which they are authorized to sell and to discourage a client's potential preference for mutual funds which they do not sell.

### The Other View

Mr. Bingay, in stating the opposing position, noted that in talking about mutual funds or variable annuities there are risks involved that are not present in life insurance. On Dec. 31, 1936, there were 39 mutual funds in existence, with assets totaling \$506 million. At the end of 1959, they had \$17 billion of assets. But, when this amount is converted into 1930 dollars, it is approximately the same as the value of the funds in existence at that time.

Mr. Bingay said, "I can see nothing compatible in the concept of a well-trained field underwriter, who studies for years in order to understand his chosen field of life insurance, being a salesman of mutual funds."

"Let's suppose a well-intentioned and well-trained life insurance salesman offers a choice between a life insurance policy, possibly an endowment contract, and an installment purchase mutual fund tied in with group

insurance that will complete the plan if he dies. Now let me ask you, is not asking his prospect to choose between 'yesterday's' model and 'new' model? Regardless of how much the salesman warns and protests, doesn't the prospect understand he is supposed to buy the mutual fund? Isn't our life insurance salesman implying that all of his existing insurance is old hat and should be traded in? Finally, isn't it an implied confession that the whole life insurance industry has been wrong for over a hundred years?"

After a discussion of life insurance guarantees, Mr. Bingay noted, "While direct investment offers a possibility of better results, there is no sure guarantee. Ask your broker to guarantee the result of the next investment you make, and see what he says."

### Investment Results

"Under some conditions, the investment results for funds accumulated under whole life policies can be very favorable, as contrasted with investing the difference individually. For example, if a man at age 40 buys a \$25,000 whole life policy from Mutual of New York today, his cash value at the end of 20 years will be \$11,100. There is no personal income tax on this. If he buys a \$25,000 term policy instead and invests the difference in premiums in common stocks, he would have to obtain a dividend yield of 3% and an annual appreciation of 3% each year for 20 years, in order to equal the guaranteed performance of the life insurance company. This 6% annually from dividends and gains combined assumes that the individual has a 30% income tax rate and would pay only a 15% tax on capital gains. If his income tax rate is more than 30%, the yield and capital gain that must be obtained would have to be even greater than a total of 6% annually."

### Long-Term Contract

"Investors in common stocks also talk much these days about the great benefits of so-called 'dollar averaging.' This is a sound principle of investment, and life insurance is an outstanding device for embracing this principle. A life insurance policy is a long-term contract. Premiums are paid in and funds invested over a long period of years, under varying conditions and at various price and interest levels in the bond market."

"Life insurance also provides another sort of dollar averaging that is not well understood. A policyholder paying premiums over a long period pays in some dollars that have high purchasing power, as in the 1930s, and some dollars that have lower purchasing power, as in the 1950s. Over the long term, he pays in dollars of 'average' value."

"When the proceeds of the policy are paid out as income over a long period of years, the same principle may well operate."

### Most Liquid Investment

"No investment is more liquid than life insurance. It can be redeemed for cash at any time at guaranteed amounts or borrowed against on a guaranteed interest basis. You don't have to find a market for it or negotiate a fair price," Mr. Bingay said.

Mr. Zalinski, on a panel which covered the subject of the future of the agent in the next 10 years, restated the reasons why he believed that all-lines selling by life agents was both inevitable and beneficial for the producer and the client, and then went on

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Now add the finest Non-Can A & S, a highly competitive Group portfolio, Audio-Visual Films, and the "Powerful Idea" sales track, and it's understandable why JNLmen never wait in traffic for the light to turn green.

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look at the problem from the company's point of view. Life companies, Mr. Zalinski stated, have been instrumental in bringing about all-lines selling through their strenuous efforts over the past 10 years to secure life production from property agents. They have, he said, been motivated by both the lower cost of securing this business and its higher persistency, which results from the fact that the property agent knows his client well and also does not oversell his product.

#### Reports On Lapse Ratio

"In our case, the first-year lapse ratio of business secured from independent agents is running about 18%, whereas the first-year lapse ratio on business from our career agents, who are almost all brand new to the business, is substantially higher," Mr. Zalinski reported.

Another compelling argument in favor of all-lines selling from the company standpoint is the high cost of agency building. All-lines agencies spread the costs of agency building over several lines, he said.

Then, too, since agents handling all-

lines have a higher income than one-line agents, Mr. Zalinski said, it probably follows that handling all lines will reduce agent turnover.

Also, Mr. Zalinski continued, "The all-lines insurance approach also benefits companies by permitting the wider and more effective appeals of a basic concept which pervades all underwriting activities, namely, diversification of risks. This principle will have equally beneficial effects in the investment area, where, as a result of all-lines underwriting, company fleets may be able to shift from bonds to equities, and the reverse, with greater freedom in order to take maximum advantage of market conditions."

Mr. Zalinski cited figures from a talk given last November by George Shackelford, agency vice-president of Travelers, at a LIAMA meeting. Said Mr. Zalinski, quoting Mr. Shackelford, said, "First, that 170 life companies are now affiliated with fire and casualty groups. Second, that 21 out of the 25 top fire and casualty fleets are now in the life business. In 1958, affiliated companies produced 16% of the total life business in the U.S., but the interesting thing is that the new life production of af-

filiated companies has grown 33% over the past two years compared with the growth rate for the industry of 11%. Again, that 40% of the total growth of insurance in force for the industry during the two-year period of 1957-59 was produced by affiliated companies."

Summing up, Mr. Zalinski said, "Companies and agents are interested in securing a larger volume of sales at a lower sales cost; both must defend themselves against competition within the insurance business and with other businesses which are also pursuing the same purchase dollars; both need to grow and also to prevent attrition; both have the need to increase income and profits. All-lines underwriting is one answer to most if not all of these objectives."

Mr. Palmer, opening his remarks with a reference to Mr. Rennie's statement about inflationary trends being one justification for the sale of mutual funds, said that the industry would do better to fight inflation than to be so concerned with developing products to adjust to it.

Mr. Palmer said that as far as all-lines selling was concerned, he fore-

saw all sorts of obstacles both from the agents level and the company level. However, he also predicted that the next 10 years would see more life insurance sold by general lines agents than in the past and more general lines insurance sold by life insurance agents.

From a motivation standpoint, he could see that the profit motive would be the moving factor in the trend towards all-lines selling, especially among fire and casualty companies which have been showing losses over the past several years. Also, the marketing departments of either life or fire and casualty companies, looking at the reservoir of clients in each other's field, would naturally want to step into the new, ready-made market.

At the agent's level, however, Mr. Palmer said he viewed this age as one of specialization, and when an agent attempts to sell both life and fire and casualty, he will tend to take the line of least sales resistance—pushing the product that is easiest to sell.

For the consumer, Mr. Palmer said, life insurance is not a self-motivating product. It has to be sold and, more often, sold hard. On the other hand, fire and casualty insurance, which

## to the life insurance man who feels he is qualified for agency management . . .

If you're "stymied" on management opportunities with your present company, this should interest you.

Our company has doubled in size in 40 months. We have dozens of areas throughout the West "flagged" for agency development. As a result, we are in need of management caliber men.

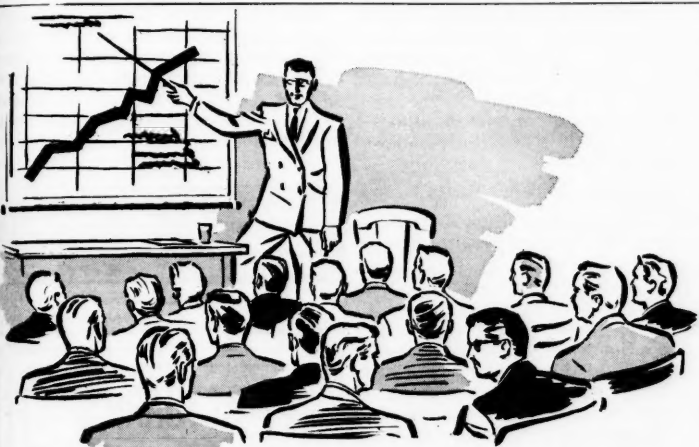
To attract the type of people we want, we have established what we feel is the industry's most comprehensive management development program. If intensive testing is favorable, a candidate is immediately made an Assistant Manager. He receives intensive training and field experience in management functions. He then serves 3 to 6 months as a home office staff executive in our Agency Department, handling special management assignments throughout our territory. Upon completion of this period of indoctrination, he is immediately available for appointment as Agency Manager.

Our requirements are high, but don't necessarily include management experience. Successful candidates receive a liberal salary plus commissions and overrides.

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## How do you judge a company's progress?

Generally speaking, a company's progress is judged by the sale of its product. But a life insurance company is somewhat more complex than others. Its product is intangible and it is not for the moment, but often for the remainder of life and beyond.

There are many things to consider in measuring the progress of a life insurance company. Its sales, of course, and the growth of its insurance in force . . . its assets . . . the way its policy plans meet current needs . . . the efficiency and training of its sales force . . . the completeness of the service which it can offer its policyholders . . . the enthusiasm and company loyalty that extends throughout the entire organization.

Measured by any of these standards, the Sun Life of Canada has been successful ever since its first policy was issued in 1871, and its progress continues to be sure and steady today. Its \$9 billion of life insurance in force protects the holders of well over two million policies and group certificates; 150 branch offices from coast to coast in North America provide the finest of life insurance service, and its policy plans are modern and up-to-date in keeping with the changing times in which we live. The Sun Life is, indeed, one of the great life insurance companies of the world.

**SUN LIFE ASSURANCE COMPANY OF CANADA**  
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does not require "hard sell" is considerably easier to market. Thus, the agent, taking the line of least resistance, will tend to sell more fire and casualty at the expense of his life business.

In summary, Mr. Palmer said, he felt there will always be a place for the well-trained life agent, the man with a quality product that requires quality selling. At the same time, however, he predicted more cooperation between life and general lines agents in the future. There will be more facilities in life agencies for selling general lines and more life facilities in general lines agencies.

Among other predictions for the future Mr. Palmer listed the following:

—Life agents 10 years hence are going to be more carefully selected. They will be better trained and better managed.

—They will enjoy a better sales environment through pre-conditioning of their markets. There will be a greater use of visual aid material. More companies will establish financial clinics.

—Policyholder service must and will get better over the years.

—There will be more representation

of agents in determining company policy in such fields as marketing and service.

Mr. Hamor, discussing his company's philosophy on group insurance, said that Continental originally had attempted to hold to the 20-40 maximum limits, but after finding that the company had lost business because of so rigid a policy, changed the limits to \$100,000, and today, under proper conditions, will consider more.

In the field of trade association group, as well as professional association group, Mr. Hamor said his company feels "that much of the business created here is nothing but the replacement of someone else's group" with the Continental Assurance product.

After explaining Continental's coverages in professional association group savings account plan, double dollar, mutual fund completion plans and franchise, Mr. Hamor declared, "It is our belief that this is not often successful for either ourselves or other companies, and it is our further belief that most of these plans create more individual business for the agent than they accumulate for the plans them-

selves. Members receiving mail solicitation immediately refer the question to their insurance advisers, and the individual agent then has a chance to advise and sell.

#### Continental's Attitudes On Group

Continental Assurance, he said, has several attitudes about the writing of group which may not be in complete harmony with those of other people in the industry. Among these he included the following:

—"We feel that group on certain associations might be just as logical as group insurance for unions.

—"We believe that amounts of group coverage on any one individual, whether by one company or by a number of companies, should be reasonable. We do not know what such amounts should be, but we definitely know that they shall not be as high for us as they have already been set by some. It seems evident that the 20-40 limitation will not prevail.

—"If there is a demand, a need, and an actuarially sound plan can be designed, we will consider any group situation.

—"We believe it is the duty of the industry to be flexible enough to provide protection which the public needs, because if we won't, someone else will. Group is a form of social insurance, and the only form which pays a commission to an agent.

—"Every group plan must be underwritten through an agent to whom we pay commissions."

#### Why Northwestern Won't Write Group

Why Northwestern Mutual chooses to remain the only company among the six largest ranked by assets that does not write group coverages was explained by Mr. Baird.

The group principle violates in several ways Northwestern's credo for the management of the company. For one thing, it is impersonal, involving a "collection of employers banded together to provide for their employees. The contracts are not owned by individuals. Their continuance on a group basis is contingent on the employment of these persons with the same employer."

Group cases, Mr. Baird said, could prove costly to its present policyholders, the people for whom the company should be primarily concerned. Because it is not permanent insurance, it could also prove costly for the employee when he converts from group to a more permanent form upon separation from his job or retirement.

Northwestern Mutual, Mr. Baird pointed out, "feels that there is a place for a select risk, no-brokerage company, which deliberately limits the type of business it will accept to that on which it can produce superior results for those who wish to join with others having like objectives."

#### Group Abuses

Mr. Fluegelman, in a discussion of what he referred to as "group abuses," pointed out some of the ramifications that could arise in certain "jumbo" group cases in New York State should the department, backed by the Harris decision, rule that a case is not a group case. It was only a guess, Mr. Fluegelman said, but it was possible that premiums paid under the contract would be considered non-deductible for income tax purposes. Also, premiums paid on the jumbo group case might be ruled income to the individual or individuals covered.

Moreover, Mr. Fluegelman asked, what happens when the group is dropped by a company or the person retires. It can be assumed that the in-

sured gets his gift of jumbo group coverage presumably because he cannot afford to buy it himself. It must be assumed that he cannot afford to convert the policy upon termination of employment.

Therefore, group, even in a jumbo case, is still a very temporary form of coverage. It is indemnification on a temporary basis.

"I always thought I was in the life insurance business," Mr. Fluegelman said, "but now I find I'm in the death insurance business."

Mr. Fluegelman also covered association group and the direct writing of group cases.

#### Western Pension Conference Is Merged At L. A. With Ostheimer

Western Pension Conference of Los Angeles has been merged with Ostheimer & Co. The merger is the second effected by Ostheimer in southern California since it expanded its operations to Los Angeles in 1950. Under the merger, William H. Siegmund, formerly president of Western Pension, becomes vice-president and senior consultant for Ostheimer at Los Angeles.

Minnesota Blue Shield has put a senior citizen plan for persons 65 and older on a continuous enrollment basis. Coverage includes benefits up to 100 days of doctor's care while in hospital, surgery, electro-shock therapy, X-ray and other procedures.



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The pride a Bankerslifeman feels in the company he represents stems in very large measure from the reputation his company has earned over the years for the introduction of really original ideas in the life insurance business. He is proud to say he was the first to carry the now popular *Guaranteed Purchase Option*, the *Cradle Protection* plan and the *Wife Protection Rider* in his brief case. Carefully chosen and thoroughly trained, the typical Bankerslifeman has *service* as his watchword. This means that his professional presentation of the new ideas from his company will see to it that his clientele gets optimum benefits from "The Company That Fits The Need."

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# LIAMA Report Shows Public Insurance Ideas

(CONTINUED FROM PAGE 1)

life insurance, the concept of how much is enough is "startlingly low." Most household heads do not believe the proceeds of their life insurance would be used frivolously, although the majority of them have never discussed the disposition of these proceeds with their wives or other members of their families, the survey showed. As expected, payment of burial costs and support for the family are the two major anticipated uses in the event of the premature death of the family head.

At the lower income levels and among family heads with children, inability to pay emerges as one of the major obstacles to the purchase of adequate life insurance coverages. Among those with greater discretionary purchasing power, complacency with present coverage appears to be the major barrier.

The survey showed that all segments of the market are being covered by life insurance salesmen. As stated in a previous LIAMA report, the public's image of the typical life insurance salesman is favorable, both in terms of personal qualities and in job qualifications. No real differences were found between the public's perceptions of combination or ordinary agents.

However, a majority of the household heads believe that the life insurance agents do not try to determine a family's needs before recommending a policy. Only among family heads with some college training who earn at least \$3,000 a year does the proportion who believe salesmen do determine needs climb above 50%.

## Give Views On Agents

Four out of 10 household heads questioned said that a life insurance agent had done something particularly well, while a third of those interviewed reported having been annoyed at some time by a life insurance salesman. Annoying experiences typically involved the use of pressure, being overly persistent, misrepresentation, personal mannerisms, and ways of approach. Good experiences typically involved some aspect of service or making life insurance meaningful, such as programing, explaining life insurance, and giving a clear explanation of the policy being sold.

A majority of the household heads said they would grant an interview if called on by an agent, while a surprisingly large minority said they would consider buying. Receptivity to agents was highest among young family heads without children. More of the household heads in the low income and educational groups said they would probably buy than is true at the upper socio-economic levels. The report points out that this is expected, because a large proportion of the upper income families now own regular life insurance and a higher proportion of this group believes that it has enough.

A majority of those interviewed said they would prefer a man who sold

only life insurance. However, the study does not show a clear-cut mandate for such a salesman as compared with one who has a multiple-line portfolio.

Almost two thirds of all household heads said they had never been asked to give a referred lead. Of those who had been asked, the majority said they had complied with the request, either always or some of the time.

Only a small fraction of those who have bought life insurance (13%) said an agent had ever been of service to them after he sold the policy. The proportion who reported having received service is twice as great at the upper income level as at the lower.

Higher life insurance ownership goals, a greater understanding of life insurance, and the belief that salesmen determine needs before making their recommendations are held by people who perceive that their needs have been programed.

## Major Problem Told

One of the major problems unearthed was that the ownership objectives of many household heads are low. This is true even at the upper income level where the ability to carry out an adequate program is not as limited by economic considerations. Compounding this problem, LIAMA says, is the finding that life insurance receives little discussion within the family, and, by implication, little discussion outside. The reasons given for owning life insurance lacked specificity, and the degree of consideration of the eventual use of life insurance proceeds was limited.

The problem seems to be not a disbelief in life insurance or sins of commission by life insurance agents, but rather failure to understand and plan realistically for the economic impact that the death of the family head would have on his survivors.

Another major factor which emerged was the household heads' inability to pay. This factor greatly affected the prospect's thinking about life insurance, perhaps overshadowing the urgent need for it and indicates that, for many people, life insurance falls in the category of a discretionary purchase rather than being perceived as a "necessity."

"The need to avoid annoying experiences is important from the standpoint of public relations," the report emphasized. It is more important as it bears on sales. For example, those who reported having been annoyed were significantly less likely to say that they would now grant an interview and that they were less likely to cooperate with the salesman by supplying him with referred leads.

Another point is that the public is appreciative when an agent does a good job of making life insurance meaningful; thinks of him as friendly, businesslike, and well trained.

The report gives suggestions for ways these problems can be met, particularly in the areas of training and supervising agents and in company advertising.

dent. He was formerly vice-president of Illinois Mid-Continent Life and before that was with the reinsurance department of Republic National Life and American United Life of Indianapolis.

The general counsel is J. I. Watson, and the consulting actuary is Edward D. Brown of Chicago, director of General Life of Wisconsin and Illinois Mid-Continent Life. One of the vice-presidents is F. Willard Griffith, executive vice-president of Griffith Laboratories of Union, N. J., and the uncle of D. L. Griffith, a director of Illinois Mid-Continent Life.

The company will feature a founders contract which is described in its prospectus as "participating ordinary life insurance with guaranteed coupons and special paid-up and endowment coupons." Another contract is an estate builder which is characterized as "modified whole life, premium increasing annually on second through ninth anniversary."

Standard of Oregon's east Portland agency topped all other agencies during 1960 in percent of A&S quota reached.

# C. J. Pearson Of W. Va. Joins ALC Staff As Counsel

(CONTINUED FROM PAGE 1)

also served as a member at large of the executive committee. He is a member of the insurance regulation committee of American Bar Assn.

Mr. Pearson is the third commissioner and the fourth person from West Virginia to join the ALC staff. Robert L. Hogg, former U.S. representative from the state, headed ALC from 1944 to 1954 as manager and general counsel and later executive vice-president. On leaving ALC, he went with Equitable Society as senior vice-president and advisory counsel, becoming chairman in 1956. He retired in 1959 and returned to West Virginia.

Robert A. Crichton, West Virginia commissioner in 1949-52, went with ALC as counsel in 1953, remaining there until 1956, when he joined Variable Annuity Life. His successor commissioner—Thomas J. Gillooly—was with ALC as associate general counsel from 1956 to 1959, when he joined Prudential.



## He has your client's future in hand

It's there in his briefcase... a collection of facts and figures skillfully interpreted to assure your client the future he wants. This is the analytical study the Connecticut General man brings you on his very first visit.

It contains a complete listing of all your client's assets and needs. Each asset is thoughtfully examined to see how it can be made most productive in terms of helping him reach his goals in life. Any suggestions for change are backed by intensive research. Insurance? Only if he honestly believes insurance is needed does the CG man recommend it.

All the background work has been done and done well... saving you valuable time. This first meeting may prove so profitable to you and your client, you'll come to regard the CG man as a valuable associate. Connecticut General Life Insurance Company, Hartford.

One of a series of ads running in Trusts and Estates magazine

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Life | Accident | Health | Group Insurance | Pension Plans | Reinsurance



## Service Guide

CONFIDENTIAL NEGOTIATIONS FOR SALE OF INSURANCE COMPANIES

Ralph F. Colton

30 N. LaSalle St. Chicago 2, Ill. Financial 6-9792

## New Florida Company

A new life company is going up in Florida. Its title is National Trust Life and 100,000 shares of the five million shares authorized are now being offered to the public.

Raymond E. Walden is vice-president and chairman. For 12 years he was with Pacific Mutual Life at Newark, part of that time as general agent. Landis Dale is executive vice-presi-

## Editorial Comment

### What Agents Think About Jumbo Group

If given the chance to denounce jumbo group limits and/or the spread of group coverages in general as detrimental or not in the public interest, how many of NALU's 80,000-plus members would pass up the opportunity?

About 87%, to judge from a survey made by LIAMA of "more than 5,000" NALU members selected as typical of the entire membership. Responses came back from "approximately 1,600," or about 32%, of those receiving questionnaires. Of these 1,600, four out of every 10 mentioned either jumbo limits or the spread of group or both in answer to this question: "Have there been any recent developments in the life insurance business that you believe are detrimental or not in the public interest?" By categories the percentages of respondents mentioning either or both of these group aspects was agents, 38%; supervisors, 41%; agency heads, 40%.

Forty percent seems like a pretty impressive ratio, especially when you consider that the replies were to a "free-response" question, meaning that possible answers were not suggested. But at the same time, 40% means that a substantial majority of respondents did not think either jumbo group or the spread of group coverages to be "detrimental or not in the public interest." The fact that some 60% of those taking the trouble to answer the questionnaire failed to list either of those two aspects of group insurance in answering the question seems inconsistent with the concern that has been expressed by various leaders in NALU and some of the state associations.

What is perhaps more surprising, though, is that even though given the chance to raise their voices against what they might consider to be group "abuses," less than one-third of those who were given the opportunity took the small amount of trouble needed to take advantage of it. They didn't even send back the questionnaire. Thus it can be said that when given the chance to speak out against either jumbo group or the spread of group,

an overwhelming majority of a representative cross-section of NALU's membership, i.e., 87%, failed to list either of these developments as "detrimental or not in the public interest."

It would be illogical, of course, to attach too much significance to the 87% figure—just as it is illogical to attach much significance to the fact that 40% of the 1,600 respondents expressed concern for the public over these group developments when the 1,600 represent less than a third of the number whose opinions were asked.

What the 3,400 non-repliers would have answered if instead of getting a questionnaire in the mail they had been quizzed personally by a researcher who wouldn't take "no comment" for an answer is anybody's guess. Possibly some of the 3,400 are so filled with black despair about the group situation that they feel it is futile to try to do anything about it—even denounce it. But if so they could have answered the other questions having no bearing on group.

Trying to balance all factors, it seems probable that the 3,400 non-responders would assay a lot lower than the 1,600 responders in pointing the finger at jumbo group and spreading group as cause for concern on the public's part. Since the non-responders exceeded the responders by better than 2 to 1, the lower ratio of finger-pointers among non-responders would be correspondingly more effective in pulling down the over-all ratio of the 5,000-plus who got the questionnaires.

The questionnaire also asked, "Have there been any recent developments in the life insurance business that you feel are harmful or not in the best interests of the life insurance agents?"

Among the 1,600 respondents, jumbo group got more mentions than it did on the public-interest question. It was cited by 26% of agents, as against 21% of agents on the public-interest question. For supervisors it was 24% vs 23%, and for agency heads it was 33% vs 24%.

On the other hand, the spread of group insurance was cited as a bad

development for the agent substantially less often than in answer to the public-interest question on the spread of group. Of the agent respondents, 12% felt the spread of group to be detrimental to agents, as against 19% of agents who cited spread of group as detrimental to the public. Among supervisors 18% cited spread of group as bad for agents, while 15% of agency heads took his view. Twenty percent of both these categories considered the spread of group to be not in the public interest.

The first such survey was made in 1958 and at that time the two factors affecting the public interest—jumbo group and spread of group—were considered as one. This combined factor was mentioned by respondents in 1958 as follows: agents, 28%; supervisors 25%; agency heads 27%. The comparable percentages for the 1960 survey—responses citing either jumbo limits or spread of group or both as detrimental to the public are 38% for agents, 41% for supervisors and 40% for agency heads.

Taking the three surveys 1958-60 inclusive, more than one-third of those who believed it would become more difficult to earn a living selling life insurance in the ensuing few years cited group insurance as one of the reasons. In the 1960 survey, that reason was given twice as often as any other.

The questionnaire's queries designed to disclose the state of agent morale showed that in 1960 the agents seemed less satisfied with their work than they were in 1958. This attitude found expression in three general categories: prestige, over-all evaluation of the job and public acceptance of life insurance and the agent.

LIAMA's report on the survey, however, makes the point that the changes of opinion in the factors affecting morale are small, though over the two years there has been an increase in the evidence of dissatisfaction.

On the other hand, 99% of respondents agree that selling life insurance is an interesting job; 98% feel that the job gives them a definite sense of accomplishment and 75% believe that life insurance is better than any kind of work they know about.

In responding to the statement that "the relationship between agents and their home offices is good," 20% of the agents strongly agreed, 58% agreed, 15% were undecided and 7%

disagreed.

The evidence in this LIAMA-NALU report will be interpreted in various ways. To the Jeremiahs it will prove that the life insurance business as we have known it is disappearing, the victim of volumititis and the chase for dollars and prestige. To the complacent will prove there's nothing to worry about, so let's doze off again. To resourceful and aggressive it will suggest ways in which the life insurance business and their part in it can be made better and more rewarding. R.B.M.

## Personals

**Philip J. Goldberg**, general agent, Canada Life in New York City, has been appointed special assistant financial affairs to Mayor Stanley Church of New Rochelle. Mayor Church said: "Our ability better serve the people of New Rochelle."



Philip J. Goldberg, left, is sworn in office by Mayor Church of New Rochelle, N.Y. He will be special assistant for financial affairs.

be enhanced by asking leading citizens of our community to take responsibility within the ranks of local government. By this appointment, we in New Rochelle will be able to profit from the knowledge and experience of a man who has helped institutions and individuals throughout the country in effective financial planning."

**Travis T. Wallace**, president, Great American Reserve, has been named to the board of First National Bank of Dallas. He has also been appointed public relations chairman of Dallas Citizens Charter Assn., an organization dedicated to capable, non-partisan municipal government.

**William S. Sullivan**, who retired this year after serving as Washington commissioner for 28 years, was honored at a joint session of that state legislature by being named state insurance commissioner emeritus, the first time this designation has been awarded. It was a bi-partisan move. Mr. Sullivan received a standing ovation from legislators, state officials and the public in the house galleries. He was later presented with a certificate of appreciation from the senate.

**Dr. Norvin C. Kiefer**, chief medical director of Equitable Society, has been appointed chairman of the 1962 National Health Forum, sponsored by the National Health Council. The forum to be on "Accident Prevention and Emergency Care," will be held in Cleveland the week of March 19, 1962. Dr. Kiefer is serving his fifth term as president of the Greater New York

## THE NATIONAL UNDERWRITER

The National Weekly Newspaper  
of Life and A&S Insurance



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ety Council and is a member of the  
ard of the National Safety Council.  
Herbert R. Hill, manager for Life of  
Virginia at Richmond, and Mrs. Sherrill  
aker were married in Richmond. Mr.  
ill is a past president of Life Under-  
riter Training Council and a former  
ustee of NALU. Mrs. Baker, the  
rmer Sara Sue Sherrill, is an in-  
ternationally known designer of fine  
linery under the trade name "De-  
igned for You by Sara Sue."

## Deaths

**Mrs. HENRIETTA SNIDER**, past  
national vice-president Woodmen Cir-  
le, died at her home in Atlanta. Mrs.  
Snider, who retired in 1955, joined the  
society in 1916 in West Virginia. In  
1922 she was made state deputy and  
in 1925 she became state manager. It  
was chiefly through her influence that  
the West Virginia Fraternal Congress  
was organized in 1930. She was the  
first secretary-treasurer of the con-  
gress and the following year served as  
president. Mrs. Snider became a mem-  
ber of the national board in 1943, 3rd  
vice-president in 1947, 2nd vice-presi-  
dent in 1951 and 1st vice-president in  
1953.

**LEWIS T. STEARN**, 51, a leader in  
lives and volume for Northwest-  
ern Mutual Life, died at Minneapolis  
after a long illness. He had been with  
the Minneapolis agency for 34 years.  
He was a qualifying member of the  
Million Dollar Round Table for 14  
years.

**LEE ROY USSERY**, 48, a founder  
and first president of Guaranty Sav-  
ings Life of Montgomery, Ala., died.  
He was president of the company from  
1948 until 1958, and he has been a  
director since then.

**JOHN B. REDWINE**, 73, Pan-  
American Life manager at Indiana-  
polis, died there. He had managed the  
agency 45 years.

**GEORGE E. KING**, 79, A&S general  
agent at Ventura, Cal., of Occidental  
of California, died. He had been with  
Occidental since 1933, becoming gen-  
eral agent in 1941. He started in in-  
surance in 1907, left the business  
temporarily, and returned in 1928. He  
became a general agent of Hamilton  
General, which was subsequently rein-  
sured by Occidental.

**EDWIN G. BAKER**, 75, chairman  
Canada Life, died at Toronto. He had  
been a director since 1934, becoming  
vice-president in 1940, president in  
1948 and chairman in 1951.

## Conventions

Feb. 13-15, Health Insurance Assn., group in-  
surance forum, Biltmore Hotel, New York  
City.

Feb. 17-18, New York State General Agents &  
Managers Assn., annual, Gideon Putnam Ho-  
tel, Saratoga.

Feb. 23-24, Life Insurance Agency Management  
Assn., life & property-casualty affiliates  
meeting, Statler Hilton Hotel, Hartford.

March 9-10, Ohio State University Insurance  
Conference, annual, Columbus.

March 13-15, Life Insurance Agency Manage-  
ment Assn., agency management conference,  
Edgewater Beach Hotel, Chicago.

March 23-24, Society of Actuaries, regional,  
Commodore Hotel, New York City.

April 6-7, Society of Actuaries, regional, Stat-  
ler Hilton Hotel, Dallas.

April 12-13, New York State Assn., of Life Un-  
derwriters, "Appleknockers" sales caravan,  
Chamber of Commerce Auditorium, Roches-  
ter, April 12, and Sheraton-Ten Eyck Hotel,  
Albany, April 13.

## Stocks

By H. W. Cornelius of Bacon, Whipple & Co.  
135 S. La Salle St., Chicago, Jan. 24, 1961

	Bid	Asked
Aetna Life	97	100
American General	33 1/4	34 1/4
Beneficial Standard	14 1/4	15 1/4
Business Men's Assurance	43	44 1/2
Cal.-Western States	51 1/2	53 1/2
Commonwealth Life	23 1/2	24 1/2
Connecticut General	437	445
Continental Assurance	196	202
Franklin Life	84	86
Great Southern Life	68	72
Gulf Life	19	20
Jefferson Standard	43	44 1/2
Liberty National Life	62	64
Life & Casualty	17	18
Life of Virginia	59	62
Lincoln National Life	230	235
National L. & A.	122	125
North American, Ill.	15	16
Ohio State Life	40	42
Old Line Life	60	63
Old Republic Life	20	21 1/2
Republic National Life	33	35
Southland Life	91	95
Southwestern Life	56	58
Travelers	100 1/2	102
United, Ill.	30 1/2	31 1/2
U. S. Life	51	53
Washington National	46	48
Wisconsin National Life	29	31

## Dunaway 4th Speaker At N. Y. State Assn. Saratoga Conference

ALBANY—Carlyle M. Dunaway,  
general counsel of NALU, will be the  
fourth speaker at the annual meeting  
of the General Agents & Managers  
Section of New York State Assn. of  
Life Underwriters, to be held at Sar-  
atoga Springs Feb. 17-18.

The other speakers, as reported in  
THE NATIONAL UNDERWRITER last  
week, will be William J. November,  
vice-president and actuary of Equita-  
ble Society, speaking on "Is the  
Mathematics of Legal Reserve Life In-  
surance Still Valid?"; J. Harry Wood  
newly elected president of Home Life  
of New York, on "The Impact of Re-  
placement on the Company and the  
Field Forces," and Blake T. Newton  
Jr., executive vice-president of Insti-  
tute of Life Insurance, who will an-  
alyze replacement of life insurance  
from the standpoint of public opinion.

### Replacement Major Problem

The entire meeting will be on the  
theme of "Developing a Philosophy to  
Meet the Replacement Problem." The  
state association considers policy re-  
placement to be the most critical prob-  
lem facing the agent.

Moderator and chairman will be  
Harold W. Baird, superintendent of  
agencies of Northwestern Mutual Life,  
a former New Yorker. He will state  
the problem and lay the groundwork  
for the talks and the discussion.

Because of the great interest gen-

## Comments On The Insurance Field From The Investment Dealer's Chair

By LEVERING CARTWRIGHT

Cartwright, Valteau & Co., Board of Trade Building, Chicago

Insurance stocks kept on going on last week. Institutional buyers were ask-  
ing for offerings, some simply asking what issues might be available in quan-  
tity. Interest of individual investors also quickened. Star performer was U. S.  
Life which went up nearly 10 points from 43 in the week. This action suggested  
that there might be good news around the corner. Conn. General Life added  
another 10 points and closed the week at 437 bid. Continental Assurance went  
up to 193. Continental Casualty hesitated at 90 and then moved on up to 93.

Franklin Life advanced to 93 bid and Great American Life Underwriters, the  
big holder of Franklin, was at a new high at 800. Life Ins. of Virginia was at  
65 bid.

Travelers got up to the magic price of 100. Old Republic Life has been stag-  
ing an advance with considerable buying interest. It closed the week at 21,  
which compares with a very recent price of 18 1/2. Another issue that has been

*The insurance bull market continued in full force this week. Thursday morn-  
ing bid prices on issues that were moving forward include: Commonwealth  
Life 24 1/2, Continental Assurance 196, Continental Casualty 99, Franklin Life  
88, Jefferson Standard 46 1/2, Lincoln National 241, Lamar Life 35, Mass. Pro-  
tective 73, Old Republic Life 21 1/2, Security Life & Trust 54, Southwestern  
Life 61 and Washington National 51.*

quietly advancing is Mass. Indemnity. It reached 45 which compares with 35  
not so long ago. It is still selling for only about 10 times 1959 adjusted earnings.  
Mass. Protective which owns 83% of Paul Revere Life and which pursues a  
dynamic investment course also has been edging up and reached 72.

Other notably strong issues were Federal Insurance, St. Paul F&M. and  
U.S.F.&G.

Shelby Cullom Davis & Co., New York, in scanning 1959 performances, finds  
that of the predominantly fire insurance stocks Kansas City F&M. enjoyed the  
sharpest advance, 42%. This, of course, was stimulated by the Glens Falls  
takeover. Then came Universal, 30%; Security 28, Reliance 22 and Aetna 21.

Of the predominantly casualty companies Pacific Indemnity had the best  
score, up 52%; then New Amsterdam 26, Continental Casualty 23, Aetna Casu-  
alty 18 and U.S.F.&G. 14.

In the life stock list Crown Life of Canada stood out with a gain of 42%; then  
United Services 24; Life Ins. of Virginia 17; Great-West Life 17 and Continental  
Assurance 16.

Imperial Capital Fund, Inc. added 1,500 shares of Government Employees  
Ins. to its holdings and now owns 3,500 shares.

A mistake was made in the Dec. 30, 1960, bid price in a recent tabulation in  
THE NATIONAL UNDERWRITER for National American Life of Baton Rouge, La.  
The most recent bid price that was published was \$3 per share.

## Summons Home Office Fellowship Applications

Applications for summer fellowships  
under a program jointly sponsored by  
home offices and American Assn. of  
University Teachers of Insurance have

been called for by Prof. L.A. Ack-  
erman, University of Connecticut, chair-  
man of the association's fellowship  
committee. Deadline for applications  
is Feb. 28.

Two types of fellowships are of-  
fered full-time college teachers: a  
general in either the life or the prop-  
erty field and a special. Prerequisite  
for a special fellowship is a general  
fellowship in the area in which the  
teacher plans to specialize. General  
fellowships are awarded for four weeks  
and special for from four to six.

Under these fellowships, the teacher  
spends four to six weeks in a co-  
operating home office, studying its op-  
erations in relation to his subject.  
He is paid an honorarium of \$133 a  
week, and the cooperating company  
pays his travel to and from his resi-  
dence to the home office.



## Is Your Average Sale Over \$10,000?

(NOT TERM — BUT SOLID LIFE SALES)

If it isn't then you should take a look at Standard's Retirement Equity Accumulation Program which makes use of  
savings and family protection (Guaranteed Dollars) along with an equity investment (Variable Dollars) in Mutual  
Funds. No term insurance in this program. During 1960 this unique program enjoyed an average size sale of over  
\$10,000—and this was solid insurance—of the ordinary life and higher premium classes. Let R.E.A.P. carry you  
to new heights during this new year. Write me today for full details.

H. J. Noel, Agency Vice-President

Standard Life Insurance Company  
OF INDIANA  
INDIANAPOLIS

LIFE INSURANCE GENERAL AGENCIES OPEN IN Arizona • California • Col-  
orado • Connecticut • Delaware • Florida • Georgia • Hawaii • Illinois • Indiana  
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Pennsylvania • S. Dakota • Tennessee • Utah • Virginia • W. Virginia • D. C.

## WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

### TOP CREDIT LIFE EXECUTIVE

A Credit Life and Credit A&H company now writing in excess of \$6 million annually in net premiums and with over \$230 million of credit life business in force—and growing steadily—is seeking an executive with sufficient experience in credit life and A&H to take charge of all home office operations.

Headquarters are on the East Coast. Starting salary and assured future advancements are more than ample to satisfy the mature, experienced, and qualified executive which the Company requires.

Please submit letter of application, with complete resume, to Box V-58, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois. Replies will be treated in the strictest confidence. No communication will be made without your express permission.

### LIFE SALES MANAGER

New England company has unusual Home Office sales management opportunity for ambitious young life man. Starting salary \$12,000. Can lead to established general agency. Write V-73, National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

### REGIONAL SALES MANAGER

Rapidly Expanding Life Insurance Co.

We need a man with proven record of success in sales and sales management, a man who knows merchandising and can think BIG! Documented proof of income for first-year man—Over \$30,000 plus renewals and STOCK OPTIONS!

Here's a challenge and an opportunity for top compensation. We back our men all the way . . . help them analyze their potential with a complete battery of aptitude and personality tests.

Our expert recruiting and training team will help build your organization. All the latest training and sales aids including a copyrighted consumer film. You will have an exclusive territory in which to build a master agency to supervise general agents and career agents throughout your area. This key managerial position now available in: Arizona, Kansas, Washington and Wyoming.

All inquiries confidential . . . contact:

H. L. Greenberg, Vice President

**GREEN SHIELD LIFE**

HI 2-2041

900 - 28th St. Boulder, Colo.

### LIKE TO WRITE?

A lot of good men have found a happy niche in life by combining their knowledge and experience in life insurance with their talent for creative writing. They possess the capacity to develop powerful sales ideas, concepts and plans. From this work they obtain tremendous satisfaction in bringing education and inspiration to men and women in the life insurance business and through them, to thousands of men and women in all walks of life. And they make an excellent living, too.

If you're this kind of a man, we'd like to talk with you.

Particularly if you're between 25 and 36, have a minimum of two years in life insurance selling or management, and seek an opportunity as unlimited for the right man as is the life insurance career for the successful salesman.

Drop us a line telling us all about yourself. You are at liberty to give the National Underwriter the names of any organizations to which you do not wish your reply forwarded. Write to V-99, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

### LIFE INSURANCE

#### PROMOTIONAL & TRAINING ASSISTANT

Newly organized life subsidiary of leading eastern (not New York) Casualty-Fire-Surety writer is seeking an imaginative young man with several years life experience who is interested in promotional and training work. Proven ability in the development of training courses and creative writing is essential.

All replies confidential—write to V-79, National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

**TWO BRANCH MANAGERS** needed by Great National Life, 33-year-old, expanding company in Texas. One opening in booming city of Houston, the other in semi-tropical Rio Grande Valley. Company established in both areas, with existing offices and many, fine policyowners. Applicants must have successful management experience and good character and credit record. If qualified, send complete resume of past 10 years' business record and snapshot to Hugh King, Director of Agencies, P. O. Box 3147, Dallas 21, Texas.

### Wanted to Purchase

a small life insurance company, preferably Midwest

Box V-72, National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

## 135 Attend Parley On Mutual Funds

(CONTINUED FROM PAGE 1)

the contractual plan. They say that without this a customer can temporarily cease paying mutual fund installments or cash in part of his holdings without invading his life insurance program.

Harry Wade is a self starter and innovator. Back in his days as advertising and publicity director of American United Life he was a columnist for an insurance journal, jabbing at sacred cows under the heading "It Seems To Me Says Harry V." Then in 1935, undaunted, he set out to put together a new life insurance company which has developed into a sturdy institution. That was anything but a stylish year to launch a new company but it was certainly the soundest kind of a time to get started at it. If there

is anybody else around that took a leap in 1935 he and Harry V. ought to form a mutual admiration society.

The program was well conceived and run off smartly in the Standard Life auditorium. William C. Greenough, president of Teachers Insurance & Annuity, an Indianapolis product, gave with a Herb Shriner touch an exposition of the TIAA-CREF program. John D. Marsh, president, Variable Annuity Life, told in a vein of wry humor the myriad obstacles that have been surmounted and that still remain to be overcome before Valic is a going concern. Nevertheless he remains convinced that the variable annuity will prove to be the eventual and satisfactory answer to the situation.

Other speakers included officials of Standard Life and Advisers Fund, H. J. Noel, William H. O'Brien, James F. Bash, William O'Bryn and Thomas A. Marlin.

Among the institutions represented which either have a significant present interest in the mutual fund-insurance combination or seem to have serious intentions of entering upon such a venture were Nationwide, which, of course, is well advanced in this field; Northwestern United Life of Indiana, which is reportedly ready to establish its own affiliated fund; North Central Life, which leans towards the idea of utilizing existing substantial funds at least at the outset; Wolverine-Federal Life & Casualty, now owned by Channing Corporation, which is a major factor in the mutual fund field; the Kemper companies which are taking a hard look at the possibilities.

### Smaller Companies Represented

Many of those present were representatives of the newer and smaller companies which are scanning the horizons for some formula that will offer a swifter road to growth than the conventional life insurance operation. These companies were formed by persons who are more congenial to stock distribution than to life insurance selling and their salesmen frequently are stock minded; hence they conceivably could better be kept running with a predominantly securities proposition to talk about.

The main line companies were conspicuously absent except for Miss Sargeant of National Life of Vermont. She admittedly and agreeably was present as a friendly enemy.

Insurance Commissioner Paul Hamel of Nevada accompanied the officials of Trans-Western Life of Reno. This is a new company with \$30 million in force. They recently formed Trans-Western Fund of California with the management company being controlled by Trans-Western Life.

A disquieting possibility is that a large number of untried newcomers to insurance may plunge into the sensitive securities field without being well cautioned or properly conditioned. They might then create situations that would invite or provoke closer federal regulations not only of the securities phase of such operation but life insurance as well. Federal regulation has long been a spook. Here could be a substantial reason for the spook to don whiskers.

### Southland Life's Best

Sully Woodland, Kerrville, Tex., was Southland Life's new paid business leader for 1960 and recipient of his company's man of the year award.

### SUPERVISORS FOR IBM INSTALLATION

Excellent opportunities for men who have had supervisory experience plus one of the following:

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Primary interest in men between ages 25 and 35. Excellent facilities and benefits. Write W-5, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### ADMINISTRATIVE

#### ASSISTANT—OFFICE MANAGER

A growing and aggressive old established multiple line organization located in the South offers an excellent opportunity for a young ambitious person with experience in office management, personnel, purchasing, supply and file procedures. Write Box V-86, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill., giving name, age, experience, education, salary expected. All replies will be kept in confidence.

### GENERAL AGENTS WANTED

Medium Size Life Insurance Co. now expanding general agency force into states of Iowa, Missouri and Minnesota. Liberal financial arrangement for general agents and his sub-agents with protected territories. We have a full line of ordinary contracts and an opportunity second to none. If you have a good record of personal production and/or supervisory experience submit resume to W-6, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

### ACTUARIES

A multiple-line company located in a medium-sized Northeastern city is expanding its actuarial department. This is an excellent opportunity for the man who has completed four or more examinations to grow with a vigorous and progressive company. Address resume to NY-51, National Underwriter Co., 18 John St., New York 38, N. Y.

### GROUP INSURANCE

Ten years experience including home office Director Group Division. Prefer to remain on West Coast; would consider other areas. Age 35, married, family. Write to V-92, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### CHAIRMAN OF THE BOARD MR. PRESIDENT

Executive Vice President seeking Presidency of Life Company. Twenty Years Experience in Life, Accident, Sickness Insurance. Write to V-91, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### ASST TO THE PRESIDENT

Detroit Life Company sponsored by Credit Unions is expanding in the Ordinary and Association fields. Home office administrative experience necessary. Reply in confidence giving salary expected. Write V-52, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.





# the Back Page

Presented regularly in this space for the inspiration and enlightenment of life underwriters everywhere by the Life Insurance Members of the American General Group.

## ADVICE FROM A NON-MEMBER

**Y**OU and I have seen and heard many a word of advice to life underwriters, most of it good, and most of it from authoritative sources. Now and then we read advice from Million Dollar Round Table members telling us the things to do which will put us, too, into that same elite organization.

Well, today I find myself in an advice-giving frame of mind. Today, in my official capacity as a non-member of the Million Dollar Round Table, I offer you a few "don'ts" which, religiously observed will virtually guarantee that you, too, can be a non-member.

Here they are—

1. *Don't plan; don't keep records.* After all, you can only work so many hours a day, whether or not you plan your day when it begins and record your activities and results when it ends. It is pointless to use valuable selling time in paper work such as this. Remember, you are a salesman, not a bookkeeper—a go-getter, not a timekeeper!
2. *Don't keep a prospect file.* Once you secure the name of a new prospect, sell him or forget him. Tell yourself there is no point to putting his name on a card and filing it away with a lot of other cards to be kept in your desk and ultimately forgotten. All it will do is remind you to make another call on that fellow a couple of years later and expose you to the disappointment, which you would otherwise be spared, of learning that since you made that first brief contact with him (and forgot him because you didn't sell him!) he has bought two or three or four times from a competitor.
3. *Don't bother with age changes.* This may have been a great idea in the olden days, but it is too corny and too elementary to interest young moderns. We all know that a man buys life insurance when he can afford it and when he gets around to it, so why would he be concerned with a few pennies' difference in rate? Besides, age changes are irksome and difficult, because they practically force you to make your calls now, on a given day, and this makes it difficult to postpone them at the demands of your convenience.
4. *Don't bother with charts and diagrams; never use paper and pencil in the interview.* Surely you can speak the English language well enough to convey your ideas by word of mouth; surely you can tell your listener enough to enable him to understand your proposal and to determine whether he needs and wants your product. If you are tempted to feel that you could keep his attention in focus better with pad and pencil, chart or diagram, just raise your voice and shout instead.
5. *Don't try to sell your own policyowners; that would be a real waste of time.* You know they have all the insurance they need and can afford. You know that if they needed more or could pay for more you would have sold it to them that first time. So, don't bother to call back on your policyholders—spend all your time on the other fellow's policyholders, and let him call on yours and sell them additional business as their needs increase, their incomes grow, and their appreciation of life insurance is enhanced with the passing of time and increasing maturity.
6. *Don't try to do business with your friends.* If you know a man personally and socially, this is an excellent reason never to discuss life insurance needs with him. Call only on strangers who don't know you, your company, or your agency; it's really much better that way. And, of course, if one of your friends wraps his car around a telephone pole, you'll always be able to explain to his wife and children that it wasn't your responsibility—that your late friend knew perfectly well that you were in the life insurance business and could have ordered some insurance from you any time he was ready to buy.
7. *Don't sell life insurance to wives and children.* These sales are small change and beneath your dignity. If you call on a man and don't sell him, just take your loss gracefully and walk out without so much as a casual inquiry about the insurance needs of his dependents. On the other hand, if you make a successful call and secure a man's application for insurance on his own life, naturally that isn't the moment to initiate a discussion of insurance on his wife and children, because he has just committed himself to a substantial outlay and won't be in any frame of mind to talk about a further investment.
8. *Don't bother to show your prospect or policyholder the increasing proportion of his premium which goes into cash values.* He probably isn't really interested in the fact that life insurance is an aid to thrift and that his life insurance cash values constitute his one best investment. And there probably is no truth to the rumor that the payment of premiums is psychologically much easier when a man realizes that \$70 or \$80 or \$90 out of a \$100 premium payment goes directly to increase his cash value. And even if he were interested, there is no wallop now to the fact that ten years from now his \$100 premium deposit will increase his cash value by \$101—ten years is too far into the future to be meaningful.

If you do yield to temptation and compare cash value increases with premiums in a moment of weakness, do it only for the new policy you are trying to sell; don't take up the man's time showing him the aggregate increase this year of the cash values of his present policies compared with his present premium outlay. There is no need to give him such striking evidence of his own good judgment in buying those several policies he already has. Why, you might even find yourself in the embarrassing position of congratulating him on owning a policy in some other company!

9. *Don't read or study.* For one thing, you haven't the time. Time is your biggest asset, the most valuable commodity you have as a salesman, and you don't have any of it to spare on reading and study. What's more, everyone knows that experience is the only road to success, and that it is pointless to try to learn from the experience of others. Create your own ideas, learn from your own experience, and leave time-wasting study to the academicians and the theorists.

10. *Don't get excited!* Above all, don't let yourself get excited about your business, your job, your company, your agency, or the service you have to sell. Don't let any evidence of enthusiasm show through. It's juvenile, it's unsophisticated, it's unbecoming. People will smile behind your back, touch their foreheads knowingly, and think of you as a man carried away with your convictions and your enthusiasm, and, naturally, this would be embarrassing.

Besides, enthusiasm is so contagious, personal conviction so eloquent, that you will lead men to buy insurance who would not otherwise do so, and thus you might be taking unfair advantage of human weaknesses. So keep a straight face, keep the gleam out of your eye, don't let your enthusiasm show through, and *never get excited.*

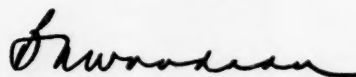
Most givers of gratuitous advice merely believe that their advice will be helpful to you.

I guarantee that the advice you have just read will do the job.

Yes, I hereby give you an unconditional, brass-bound, gold-plated, diamond-studded, money-back guarantee that if you will follow this advice and observe these commandments, it will save you several hundred dollars a year—namely, the membership fee in the Million Dollar Round Table and the cost of attending its annual meeting!

Follow this advice, and you can be certain you'll be a Life and Qualifying non-member of the Million Dollar Round Table!

Best Wishes,



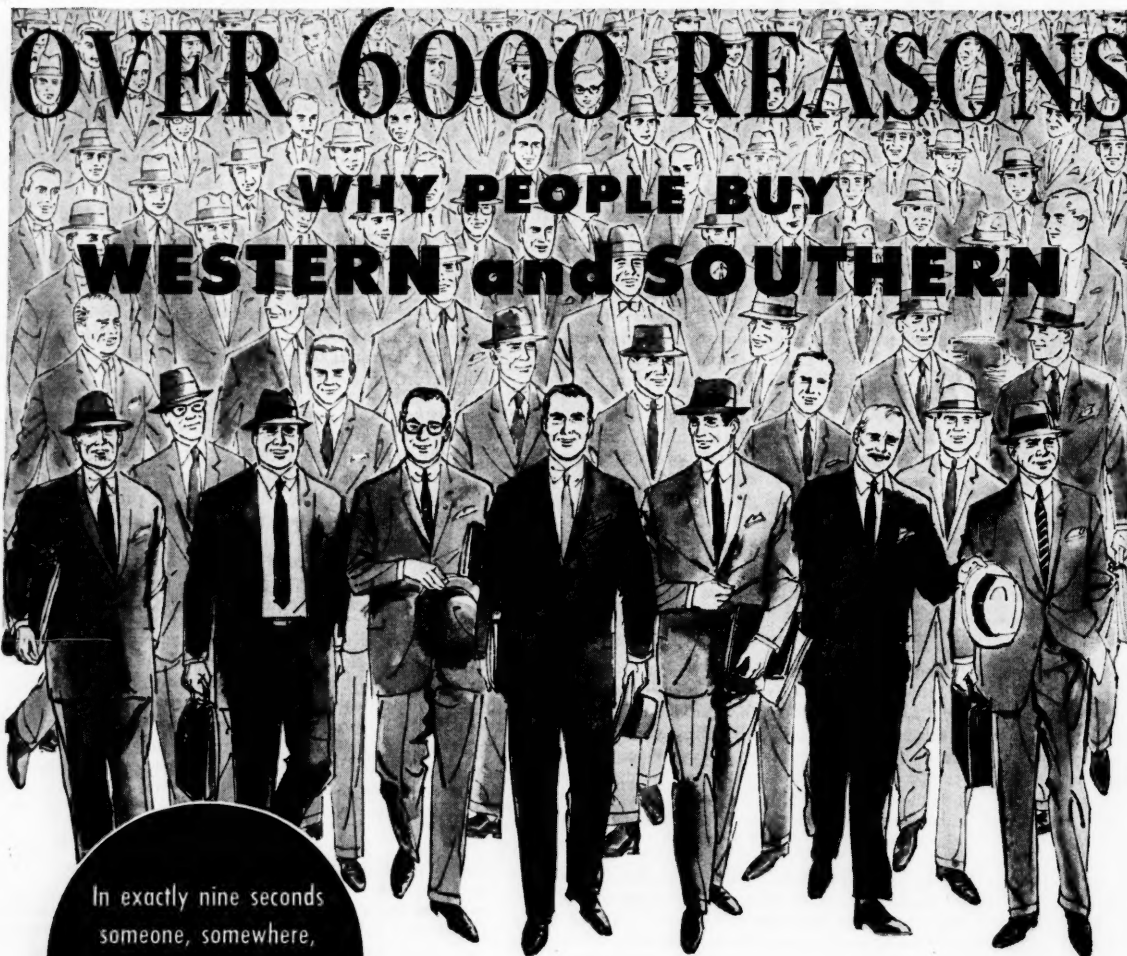
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